

# vogue

INCORPORATING VANITY FAIR



FASHIONS FOR COLLEGE

FURS • FABRICS

AUGUST 15, 1938

PRICE 35 CENTS





Thank you, Madam, for telling us what you like! Over and over again, on questionnaires, you've said that sheets must be soft and smooth. Your slender fingers, so sensitive to feel, quickly judge quality by the lightness and fineness of fabrics.

And we're glad to have you buy Cannon Percale sheets by feel. The touch is

kind because every tiny thread has a soft, smooth, "velvet" surface. And in Cannon Percale you get this caressing comfort in a light sheet that's actually stronger than many "heavy" weaves. Extra threads give extra wear in the close-woven fabric. And Monday after Monday they launder white and

smooth. Even the price is perfect . . . because Cannon, the mills that make your towels (the world's largest household textile mills), can give you percale at very near the cost of heavy-duty muslin.

CANNON MUSLIN, for least money . . . about \$1.00  
 CANNON PERCALE, for comfort-at-a-price . . . about \$1.39  
 CANNON FINE PERCALE, for sleep-luxury . . . about \$2.25  
*Prices slightly higher west of the Mississippi*

FOR COMFORT AND LONG WEAR — BUY  
**Cannon**  **Sheets**

FROM CANNON MILLS — MAKERS OF CANNON TOWELS, SHEETS AND PURE SILK HOSIERY



**EXTRA-GOOD NEWS!** Cannon is making pure silk hosiery for you. Full-fashioned, ringless, triply inspected and sealed in the Cannon Cellophane Handy Pack. Each stocking permanently marked with thread count and suggested use.

Copyright 1938 by Cannon Mills, Inc.





*for town  
for campus  
for country*

FOUR-PIECE  
SWAGGER SUIT  
IN "GYPSY" TWEED

**19.95**

Autumn indispensable . . . this good looking swagger suit. It's practical, smart and nicely tailored. The full length swagger coat can lead a busy life of its own (worn separately over wool frocks) and you'll find the skirt and crew neck sweater just the thing for campus or country weekends. Notice the hat, too! In matching tweed, it's casual, young, becoming. Sizes 11 to 17. Wine, gray, brown.

MAIL ORDERS FILLED

***Best & Co.***

Fifth Avenue at 35th

GARDEN CITY • MAMARONECK • EAST ORANGE • BROOKLINE • ARDMORE • GROSSE POINTE • CLEVELAND HEIGHTS



Courtesy  
ARCTIC FUR CO.  
Seattle  
Tacoma  
Portland  
Los Angeles



So Obviously  
Well Bred

FROMM PEDIGREED FOX *Goes Smartly to College  
and Leads a Brilliant Social Life*

**FROMM**   
*Bright with Silver*  
PEDIGREED FOXES

We stress the importance of breeding, because it is through a very specialized breeding that foxes of this magnificent size...brilliant silver...and superb marking are produced. The photograph gives you only a suggestion of the beauty of the fur. Look at Fromm Pedigreed Fox at your furriers, or at a smart shop. Feel the suppleness of the pelts, the infinite silkiness. Throw a scarf high

on your shoulders in the manner of Schiaparelli and see what it does for you in the way of chic and flattery. Then, wherever you buy your Fromm Foxes, ask for corresponding medallions, and make certain that the Fromm trademark is stamped on the leather side of the pelts. Their pedigree certificates will be sent to you, when you mail the medallions to Fromm Bros., Inc., Hamburg, Wis.



# B. H. Wragge

wardrobe in three dyed-to-match fabrics

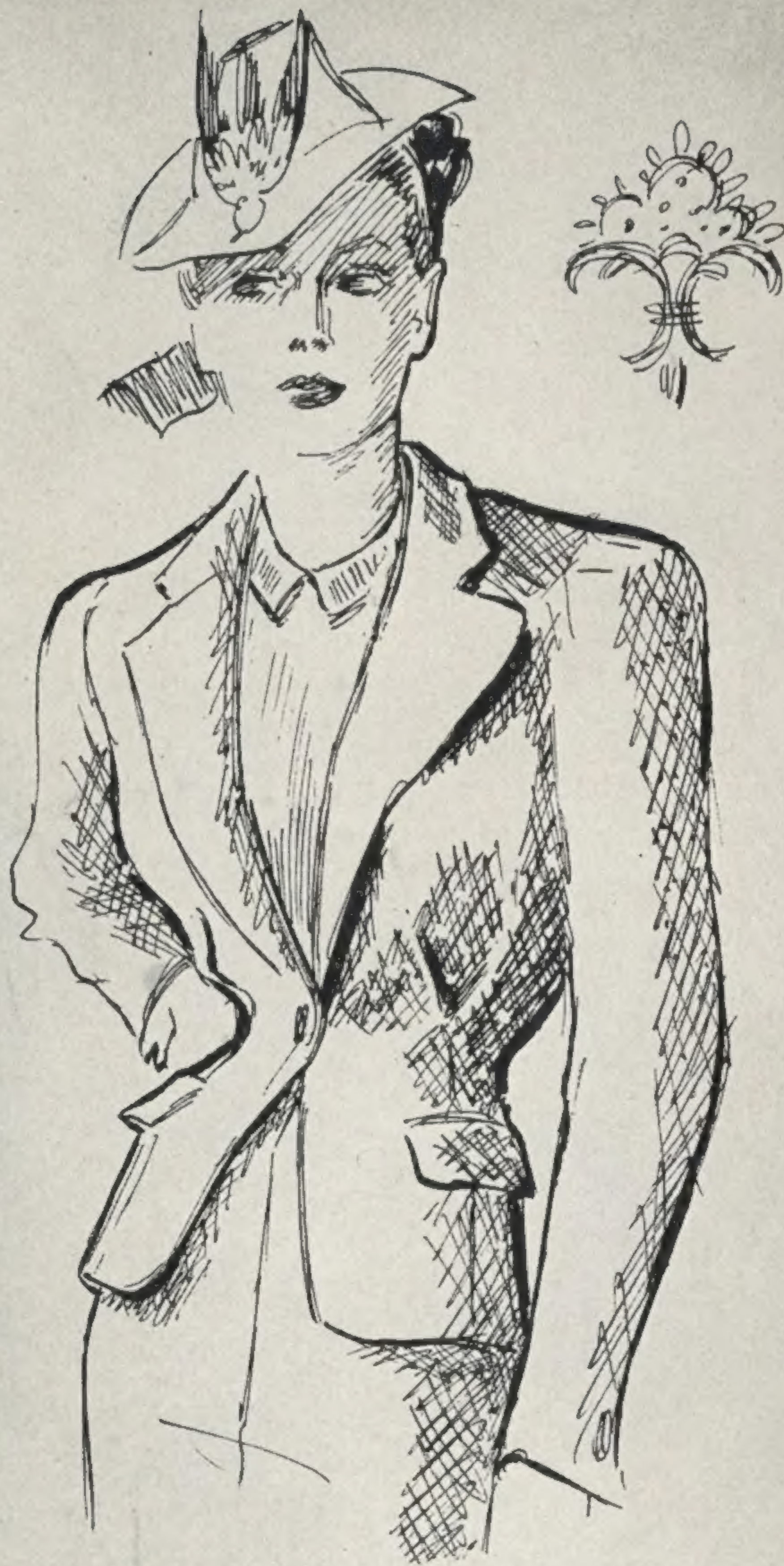


Town & Country Dresses, Second Floor

Blouses & Skirts, Main Floor



Town & Country Dresses, Second Floor



B. H. Wragge, famous men's custom shirtmaker, creates this wonderful new wardrobe series of Exclusives in three dyed-to-match Fall fabrics: a rugged two-tone Patch Tweed, a sleek rayon-and-silk cravat twill and a sheer wool with a dusting of rabbit's hair.

Sketched. Two-tone Patch Tweeds, jacket, 17.95, the skirt, 10.95 Patch Tweed in mixtures of brown and gray, wine and blue, rust and green, wine and turf green, purple and gold, 12 to 20. Matching Jockey cloth (sheer wool) six-pocket blouse, 7.95 Eighth Floor Above. One-piece rayon-and-silk twill dress in rust with green motif, green with wine, gray with brown. In sizes 14 to 20, 22.95 Center. Jockey cloth skirt in wine, green, purple, brown, 8.50 Matching or contrasting blouse of rayon-and-silk printed twill, 6.50 Left. One-piece Jockey cloth dress. (Shown with Patch Tweed jacket, 17.95) All-around pleated skirt. Green, wine, blue, rust. 14 to 20, 22.95

Mail and telephone orders filled. Call Eldorado 5-6800

**Bonwit Teller**

FIFTH AVENUE AT FIFTY-SIXTH STREET • NEW YORK



*Romance: kid stripping on sandalized suede step-in*



*Scallo: neo-classic oxford with open or closed toe*



*Airida: new soft toe step-in with strap effect*



*Knotly: Fall version of an open-toe sandal*



*Cami: new conception of the high-riding step-in*



*Lacy: original woven platform-sole oxford*



*Elegante*  
IS THE WORD FOR AUTUMNAL  
*Footwear*

Traditionally, the world of fashion looks to your maker of shoes to strike the first note of a new season. And so Andrew Geller, with a new range of subtle, soft, autumnal shades — briar-root browns, aged-in-the-wood wine tones, and charcoal black (*suede, of course*) fashions these shoes. Airy enough for Indian summer still to come, and yet so harmoniously suited, in form and color, to the trim, wool tailed you will inevitably choose for early Fall.

by

ANDREW GELLER

537 FIFTH AVENUE • NEW YORK





... the clothes that make a college girl a campus leader. Lots of news waiting for you this year - including these marvelous exclusives:  
Little boy jacket (left), of navy chinchilla cloth, 19.95; lined hood, 3.95 Box pleat skirt of imported plaid tweed, 10.95 Back-zipped wool jersey blouse, 3.95

Suede vest (right), 7.95 Imported fine-gauge club collar sweater, 5.95 Miraculous stitched pleat skirt of imported checked tweed or of grey flannel, 8.95  
 College Shop, on the Fifth Floor



We know  
 what you  
 want, and  
 we HAVE it...

*Lord & Taylor*

Fifth Avenue, New York





**E**verything to match

In Rōs-cuna\*...

### College Shop news

New luscious, inexpensive ensembling for you — herringbone tweeds and knit sweaters of our exclusive downy soft Rōs-cuna\* yarn. Rose rust, blue, wine, pine green, brown, black.

Herringbone tweed jacket, sizes 12-20, **10.95**

Herringbone pleated skirt, sizes 12-20, **7.95**

Knit cardigan, ribbon bound, sizes 34-40, **5.95**

Knit pullovers, crew or club collar, short or long sleeves, sizes 32-40, **3.95**

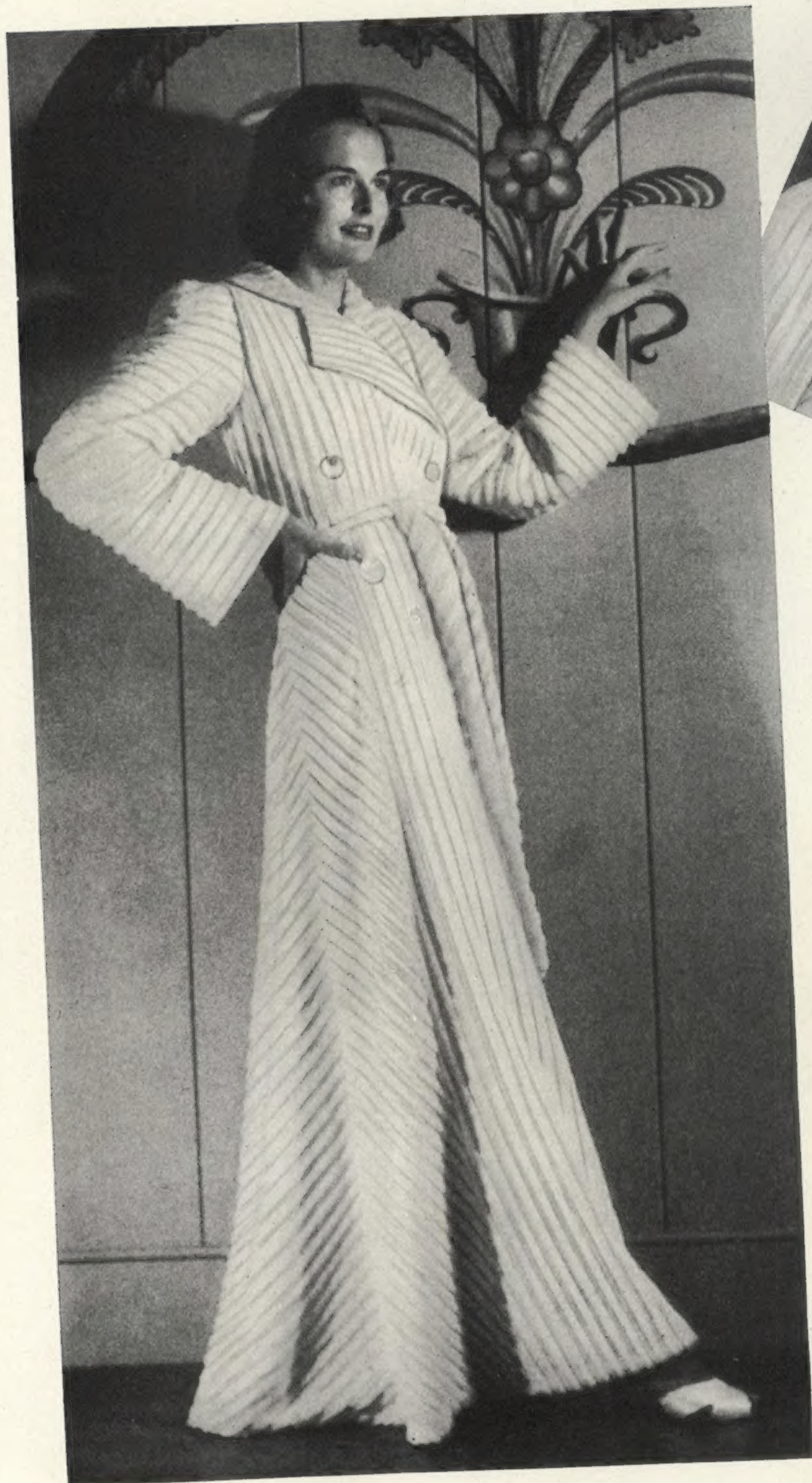
The College Shop, Fifth Floor

*Lord & Taylor*

\*U. S. Reg. App. for

Fifth Avenue at 38th Street





**L**ovely duckling...  
washable chenille  
**dormitory coat, 14.95**

Enchanting bit of fluff to keep you cozy when you cram—to make you a glamour girl at houseparties. Luxuriously long, full skirt. Wide, graceful sleeves. Double-breasted with pearl buttons and convertible neck. Wears practically forever—and it's wrinkle-proof. Lush colors—aquamarine, sailor or sky blue, peppermint pink, cranberry and frost white—all washable. Sizes 12-42.

On our NEW Fourth Floor

*Lord & Taylor*

Call Wisconsin 7-3300 . . . 424 Fifth Avenue





## Attention, please!



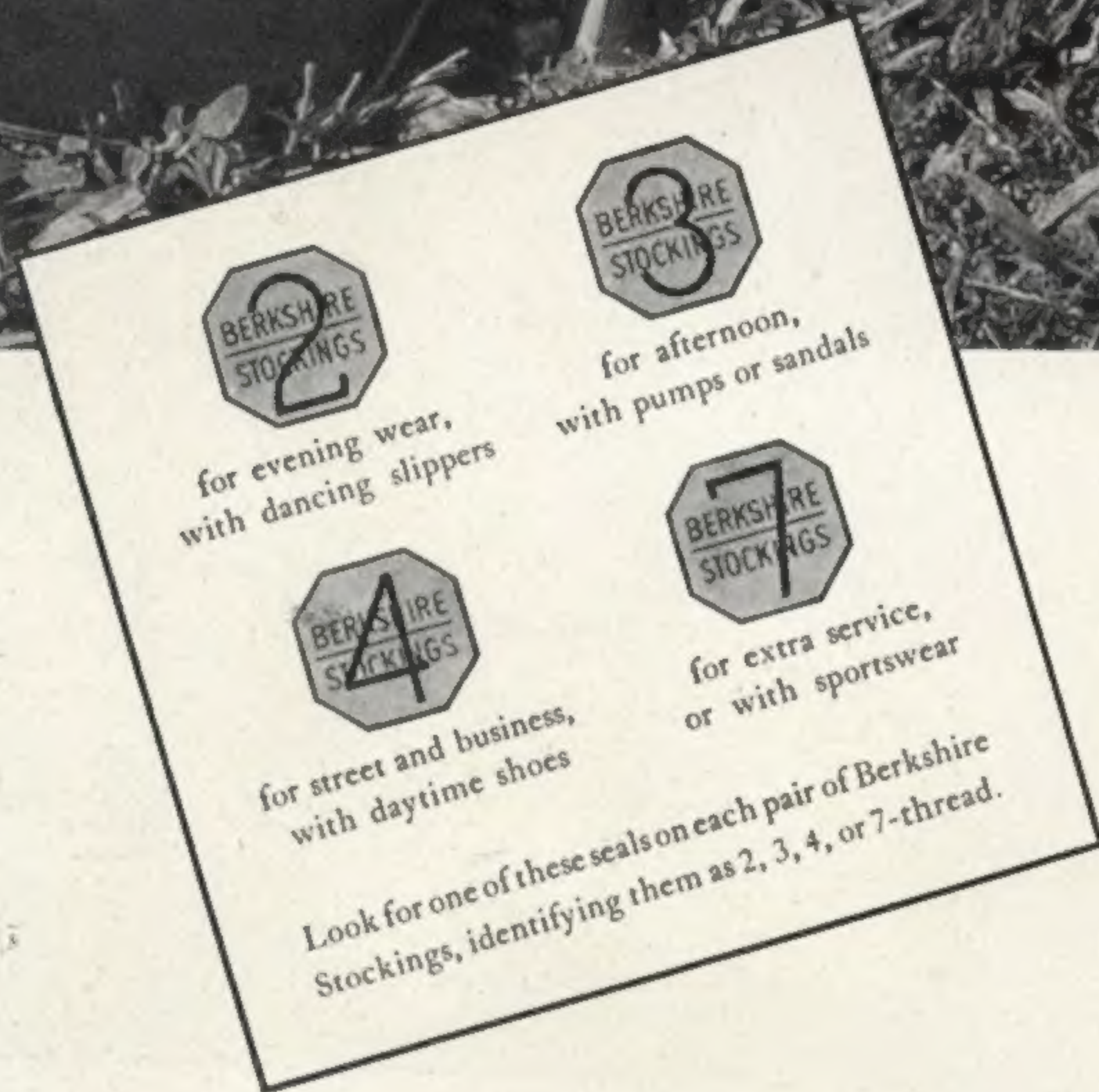
**T**hey deserve attention . . . and they get it, these Berkshire Stockings! Trimmer ankles testify to their fine fit; their clear, glowing sheerness. Smarter costume combinations prove their style-rightness; their fashion-predicted colors. And—particularly nice—they have a grand, elastic strength . . . especially evident in Berktwist, the crepe reinforced with the famous patented twist and countertwist of the silk threads.

Devote *your* attention to Berkshire, from now on.



BERKSHIRE KNITTING MILLS, READING, PENNSYLVANIA

COPYRIGHT 1938 BY BERKSHIRE KNITTING MILLS



# BERKSHIRE Stockings



**I. MAGNIN & CO.**  
CALIFORNIA — SEATTLE



Very new—and very unusual—natural Fisher Coat, \$3500



# Evening Elective in a Crown Tested Fabric



*You won't want to miss the fun of wearing this Crown Rayon and silk crepe dress to formal dinners and less-formal evenings! Its first impression is demure (those becoming covered shoulders) ... its aim in life is to give you the figure divine (soft shirrings, and swirling skirt). Due for favoritism in your wardrobe because it has been Crown Tested for lasting color, dry cleanability and long wear. \$29.95 . . . . . As selected by BEST & CO., NEW YORK  
NEIMAN-MARCUS, DALLAS MARSHALL FIELD & CO., CHICAGO*

Copr. 1938—American Viscose Corporation, World's Largest Producer of Rayon Yarn



BACK TO YOUR BOOKS

with a bit of  
The British Isles!

(Left)  
**EXCLUSIVE IMPORTED SUSSEX**  
**CHECKED TWEED** jacket in  
green with aqua, plum with  
navy, beige with brown. 12  
to 20. . . . . 10.95  
Matching imported tweed  
skirt. 12 to 20. . . . 8.95

(Center)  
**EXCLUSIVE SCOTCH PULL-OVER**  
— imported — in softest  
zephyr with Eton collar.  
White, navy, lemon, nat-  
ural, Wedgewood blue,  
brown, toast, Sandringham,  
lipstick, green. 32 to 40. 5.95  
Diagonal nub tweed skirt  
in black, brown, green,  
blue, wine. 12 to 20. 5.00

(Right)  
**EXCLUSIVE "BRITISHER"**  
... reversible warmer in na-  
tural color all wool fleece  
with cravanette lining in  
green MacLeod plaid. Sizes  
12 to 20. . . . . 22.95  
Matching MacLeod plaid  
wool skirt. 12 to 20. 7.95

COLLEGE SHOP, THIRD FLOOR

**Franklin Simon's**  
NEW YORK • GREENWICH  
FIFTH AVENUE AT 38th STREET





ILLUSTRATION...dramatic wool with the importance of fur, interpreted in two Eisenberg originals...the jacket costume with shirred satin blouse, and a reefer coat top-ping a bright wool dress. In one important store only in each leading city. Write us for the name of the store nearest you.

**Eisenberg & Sons**  
ORIGINAL  
847 JACKSON BOULEVARD • CHICAGO



*They're so lovely!  
How can they cost less than other sheets?*

WYNN RICHARDS



**H**OW can sheets and pillow cases that look so lovely, wear so long? How can they actually save you money?

Wamsutta *Supercalc* outwears other sheets because Wamsutta's own special EQUI-TENSION



NOW IS THE SEASON FOR LUSTERCALE

Another famous Wamsutta fabric . . . lustrous long-wearing *Lustercalc* . . . now comes in a wide variety of colors. It is sold by the yard as well as in women's smart sportswear and in men's finely tailored shirts.

process of yarn control gives them greater tensile strength and a more even weave. They cost less in the long run because, being lighter, they save money on your laundry bills.

Hotel housekeepers have tested these advantages of Wamsutta *Supercalc* again and again. . . . And five generations of housewives have proved the same facts by year after year of use

in their own homes. They have found, as you will, that "there is only *one* Wamsutta" . . . both for luxury on your bed and economy on your budget.

Send for a copy of the booklet, "How to Get Your Beauty Sleep," by MADAME SYLVIA of Hollywood. . . . Please address your request for this booklet to our Department V-7.

WAMSUTTA MILLS • Since 1846 — The Finest of Cottons • NEW BEDFORD, MASS.

**WAMSUTTA** *Supercalc* **SHEETS**  
REG. U. S. PAT. OFF.



FOR EXTRA CREDIT AT SCHOOL TAKE

Picnit\*

WITH LEATHER



"because you love nice things"

**SKIDMORE** (on figure) gives you a fine leather background, right down the center. \$1

**BRYN MAWR** (top above) specializes in an outline of leather around each finger. \$1

**VASSAR** offers a straight course in leather, going into detail with rows of lacing. \$1

**WELLESLEY** emphasizes the feminine angle, with gay embroidery on a leather inset. \$1

**SWEET BRIAR** turns you out with a fine showing of leather and a touch of embroidery. \$1

\*Reg. U. S. Pat. Off.

To get extra credit for knowing your p's and q's of fashion, wear your favorite rayon Picnits, streamlined with leather. You may be as choosy as you like, for you'll find several styles in better stores everywhere. Made by that American authority on fine fabric gloves—

Van Raalte

STOCKINGS • UNDERTHINGS • GLOVES • 295 FIFTH AVENUE, NEW YORK CITY



## NOW—IT'S WOOL JERSEYS... AS DESIGNED BY ARMOUR

THEY'LL HANDLE A BRISK DAY NICELY—BUT  
IF INDIAN SUMMER FORGETS TO GO—THEIR  
CAREFREE WEIGHT WON'T BURDEN YOU A BIT.



ABOVE:  
607—Helco jersey. Shirred back and front. Metal button shirtmaker front. \$35.

*All accessories from Lilly Daché (including hats, gloves, bags, jewels).*



AT LEFT:

573—Helco jersey. Hood that zips up. Metal buttons. \$35.

599—Helco jersey. Hood that zips up. Metal buttons. Pockets in top and skirt. \$35.

BELOW:

596—Shadow stripe Helco jersey. Crossed front. Pencil silhouette. \$39.95.

*S*LIP into these Wool Jerseys! They mold the body with certain charm... for the fabric breathes quality and the designing—*finesse*.

They're right for country . . . right for town . . . and those smart hooded models are perfect for travel. *Just a zip* and the hood becomes a soft collar beneath your coat.

It's Wool Jerseys now—designed by Armour...designed for you . . . designed for tomorrow's occasion.

At leading stores throughout the country.



IN NEW YORK :: BEST & CO.

CHARLES ARMOUR INC.

498 SEVENTH AVENUE :: NEW YORK CITY





Because of Rothmoor's traditionally famous quality, these coats will look as fresh and smart a year from now as they do today. The coat with the fur sleeves is style 902; the untrimmed coat is number 900—the coat with the luxurious fur collar is style 901.

*If there's no Rothmoor dealer in your community, write Rothmoor Coats, Merchandise Mart, Chicago*

# \* ROTHMOOR COATS

*for dress • for sport • for travel*



# Midsummer day's dream come true!

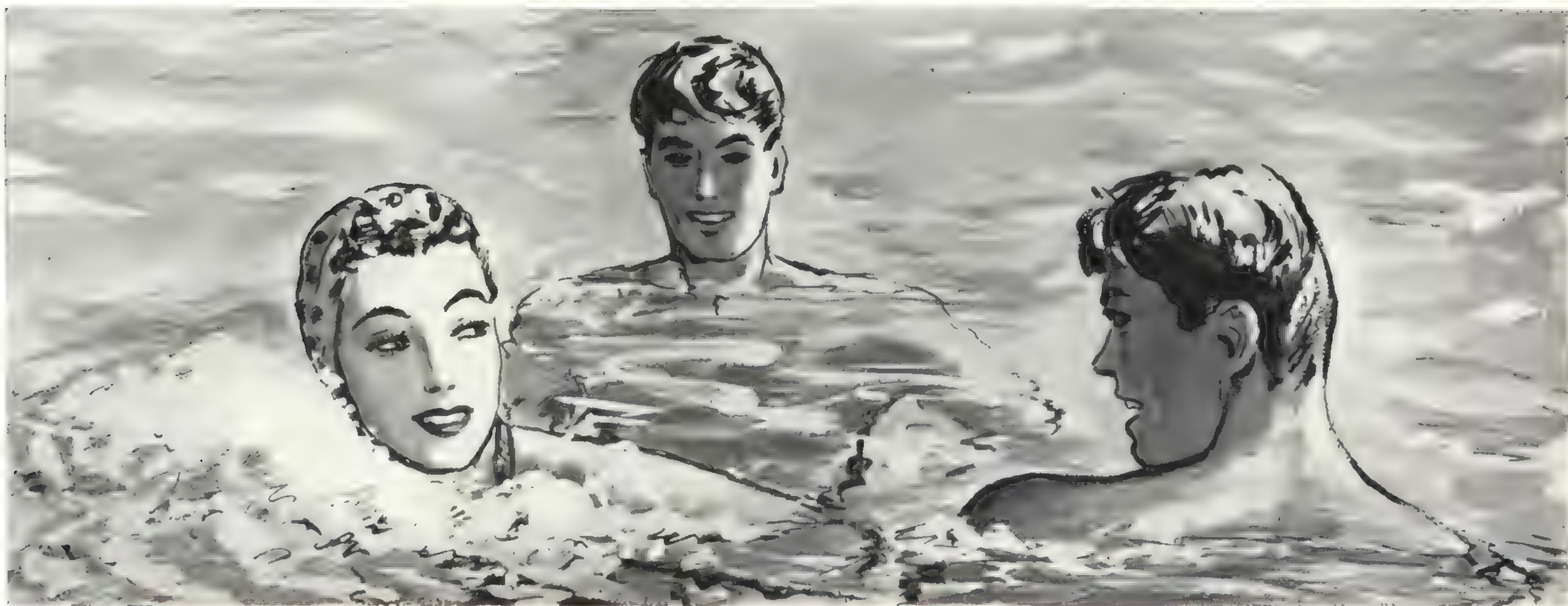
a "lipstick" that can't melt

... can't smear

... won't come off

... keeps its full color

no matter what you eat, drink, or how much you ... swim!



## Liquid LIPTONE

Now you can make up your lips before you go out—and no matter what you do—or whether it be in sunlight or in moonlight—they'll stay divinely red until long after you're home again. Sounds impossible, doesn't it? But it's so beautifully true. Obviously, this miracle couldn't be performed by lipstick made of grease, and it isn't. A liquid does it; a heavenly new liquid, which instantly imparts your choice of six smartly glamorous shades of man's greatest weakness...red! And if your lips are given to parching in the summer sun, Liquid LIPTONE will prevent that, too. Choose the one correct shade of Liquid LIPTONE at your favorite smart toiletries section. The price—imagine it—is only a dollar!



### SIX ENCHANTING SHADES

#### ENGLISH TINT

New glorification for blondes, or young faces with platinum or gray hair.

#### LIGHT

Coy, devastating on girls with light brown hair, hazel or light eyes and fair skin.

#### TROPIC

Real excitement at last for girls with dark hair, brown eyes and tannish complexion.

#### PARISIAN

New devilment for red heads, also "hot" on brunettes with creamy skin. Spectacular on Irish type—dark hair, blue eyes.

#### MEDIUM

Does wonders for dark-haired, dark-eyed charmers with medium complexion tone.

#### REGAL

A strange new shade that adds a world of enchantment to the girl with very dark or black hair, dark eyes and olive complexion.

P R I N C E S S   P A T   L I Q U I D   L I P T O N E . . . C H I C A G O



# Matchable Colors



# and MAGIC SOLES

**MAKE NEW FALL AIR STEPS THE SMARTEST SHOE BUY OF ALL** ★ If you've ever trudged from store to store, in search of accessories to match your shoes, you'll certainly bless Air Steps...because these exquisite shoes come in flattering colors you can easily match. In addition, Air Steps have a Magic Sole (which you can't match!) to give you youthful buoyancy and help protect you from fatigue. That's why — in Air Steps — you look your loveliest and feel your best. See the new Air Step styles in your local store . . . now! Brown Shoe Company, Manufacturers, St. Louis.



Delta



Tomboy



Melrose



Melody



Step on a pebble in ordinary shoes—it hurts! Step on a pebble in AIR STEPS—and the Magic Sole absorbs the shock, protects you from fatiguing jolts and jars.

## AIR STEP

MOST STYLES

\$6<sup>00</sup> — SLIGHTLY  
HIGHER IN  
FAR WEST



# 11-year-old Alice De Klyn selects her school wardrobe



Talented 11-year-old Alice, daughter of Mr. and Mrs. C. Coulter De Klyn, has sketched here the school clothes she'd like to own—all Luxable!

"Mothers like Luxables—they're so practical," Bonwit Teller and De Pinna say. "We advise Lux because it keeps colors new looking longer."

Like other careful mothers, Mrs. De Klyn never permits cake-soap rubbing or harsh soaps. "Everything safe in water alone is Luxed," she says.

Dear Mother,

These are the school clothes I'd like. I saw them at Bonwit Tellers and De Pinna's and oh, yes they said to tell you they're very practical on account of they



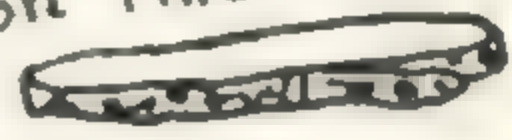
Love,

Alice

XXXXX



cunning flowers on this



could I have the blue one for Sunday School and the pink for dancing class?



They say it's a "Liberty"—I like its smocking



the top "zips" up

Bright plaid and so soft



the sweater has red and blue stripes



Aren't the suspenders cute?



The skirt buttons on



Real Scotch—the dolls go on the beret



✓ = Bonwit Teller  
\* = De Pinna



I love the little dancers in this Dirndl



Soft as my Kitty



Smart stores advise  
Lux for all fine washables



# College Requirements by Vanity Fair



**H**ERE'S the wardrobe of "basic intimates" for your college career . . . exquisitely tailored in the Vanity Fair manner . . . simple to wash, no ironing needed. Priced for college budgets.

A. Briefs for dancing nights . . . . .	\$1.00
B. Panties for campus days . . . . .	1.00
C. Slips in three lengths . . . . .	2.00
D. Night Gowns with evening gown glamour . . . . .	2.00
E. Warm Tuck Stitch Pajamas with or without feet . . . . .	2.00
F. Two-way stretch Pantie (with garters) for comfortable curve control . . . . .	3.50

VANITY FAIR SILK MILLS • READING, PENNA.

Panties • Bandeaux • Slips • Nightgowns • Pajamas • Briefs • Onesalls • Controllables





# SOFT SHOES

\*STRETCH-ONS OR SLIP-ONS

Soft, light-footed shoes to be worn now with the first little black dress. Some made miraculously of stretchable (Lastex) suede that you step into without benefit of buckle, lacing or goring. All with cushion-soft wriggle-room toes designed to dim the shock of your first hard boxed fall shoe. In the new "\*Plasticolors" for fall by I. MILLER, \*Gabri Brown, \*Rakka Rust, and Buccherio Black, with I. MILLER Beauti-Twist hosiery and bags to match. Left, "Lady Zephyr"; right, "Zephyr IV"; center, "Zephyrette"; bottom, "Capriccio".


I. MILLER & SONS, INC., New York

Shops and agencies in principal cities of United States, Canada and foreign countries

# I. MILLER

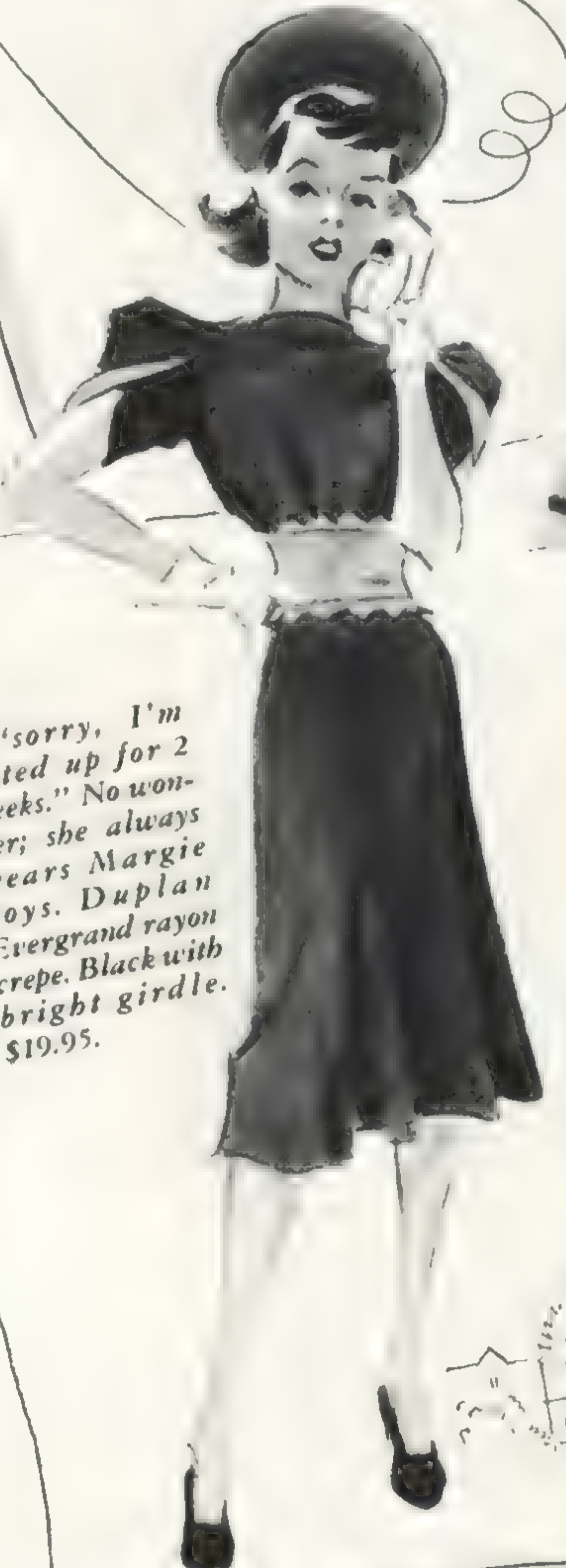







# MEN - BEWARE

—for those moments when your life's course may be decided. Rustling rayon taffeta. Black with multi-color ribbon. \$29.95.



—“sorry, I’m dated up for 2 weeks.” No wonder; she always wears Margie Joys. Duplan Evergrand rayon crepe. Black with bright girdle. \$19.95.




—to make him forget the game—and think only of you. Charmaire wool with suede trim. Gay football colors. \$19.95.

## Margie Joy

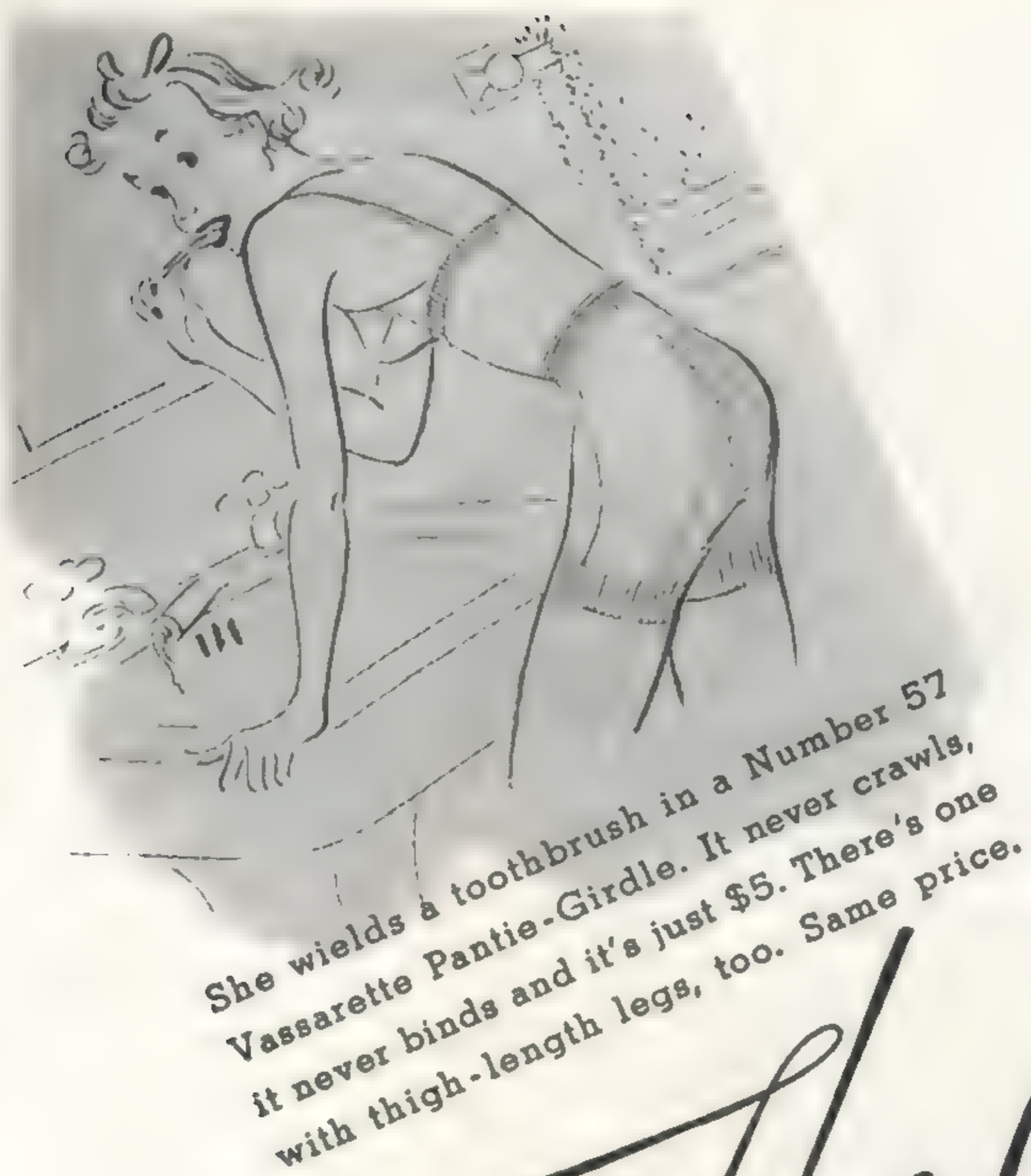
### JUNIORS

Write us for the name of the store in your city.



—if you want him to pop the question, try this one. Beauvais embroidered costume velvet. Black, wine. \$22.95.





## UN-DRESSING

# The College Girl



We never expected to undress you so publicly—right here in the midst of Vogue. But we thought you ought to see—in advance—what a Vassarette can do for your college standing. Not to mention sitting!

It's your pride and joy under sweaters and skirts. (Where did you *think* all those lean lines came from?) It makes you look human—and kind of nice—on a bicycle. It brings out the woman in you when you're dressed to dazzle.

In fact, as you've probably gathered, you can't do without a Vassarette at college—and who wants to?

It's not only what a Vassarette does for your hips and your waistline (which is plenty) but what it does for your morale. You look casual and unconcerned about clothes and curves. You feel that way, too. You've got what it takes—a Vassarette!

Which means—you're elegantly controlled and free as air all at the same time. It's the way Vassarette uses "Lastex" that does it. Makes it into fabrics that are both lighter and sturdier—firmer and livelier. And just as washable as you are.

*Word of Warning:* Always take a peek at the label sewn just inside the cuff of every genuine Vassarette to be sure you're getting what you want—*real* Vassarette performance. There are dozens of imitations—no substitutes.

For advance information, write for our booklet showing Vassarettes for all figures. We'll send you the name of the nearest store, too. Just in case! Vassar Company, 2549 Diversey Parkway, Chicago.

She crams—but not her figure—in that college favorite, the Number 5 Vassarette Girdle. Often called the pleasantest form of self control. Also just \$5.



She dresses for a big evening in the Number 850 Vassarette All-in-One. It has no back at all but what a bosom companion! A mere \$7.50 for this one. Deluxe-r models, \$10 and \$15.

UNDERNEATH IT ALL . . . A

Vassarette

COPYRIGHT 1938, BY VASSAR CO.

MANUFACTURED UNDER PATENTS 1863697 AND 1965860



# Smart Shoes

GET A TICKET  
to College

*Jacqueline*  
designed by WOHL

6<sup>50</sup> and  
7<sup>50</sup>



... and JACQUELINE Shoes are so smart on and off the campus—for every occasion they rate A plus in style. Sophisticated lines . . . adorable styles . . . new subtle colors. Your entrance requirements . . . several pairs of JACQUELINE Shoes. Write Department V-5 for the name of your JACQUELINE dealer.

WOHL SHOE COMPANY :: ST. LOUIS





“I’m truckin’ off to bed in my *Munsingwear* Balbriggan beauty. Makes me feel pampered as a baby...so warm and protected the whole night long. Register the way it flatters the figger...that swish Empire waist...sweet featherstitching. And the way it’s finished inside and out is slick as swing music. ●● Nightie, \$1.50

“Shag away, honey chile. I’m sitting pretty in these pajamas of smart Tuckstitch cotton. They’ve got that grand *Munsingwear* fit...as though I’ve been poured into them. Breeze-proof elastic ribbing on the trouser cuffs. In these, there’s no mustering of 2 a.m. courage to forage for an extra blanket...no, sir! ●● Pajamas, \$2.00

**For the Modern Idea...See**

**MUNSING**  
Wear

MUNSINGWEAR, INC. • MINNEAPOLIS

at  
better  
stores



# STETSON PLUS PARIS

## STETSON FORMALS...

The most exciting news in the hat world. Stetson's famous men's hatters now introduce the pick of Paris high fashions, *plus* Stetson's incomparable skill in hat making. Right: "Howdy"...featuring the new Stetson Royal self-felted brim... new stovepipe crown...new sky-rocket feather.

George Platt Lynes

Costumes by Saks Fifth Avenue

**STETSON CASUALS...**The type hats that Stetson has always been famous for, now done with new pep and youth. Above left: "Ginger"...with spiral-dent crown. Center: "Stetsonia"...the best of all spectator hats. Right: "Snap"...with the thoroughbred lines that Stetson men's hatters do so well. Stetson hats are shown at shops of fashion everywhere.

*Stetson Hats*  
John B. Stetson Company, 358 Fifth Avenue, New York



# Queen Quality

REG. U.S. PAT. OFF

## SHOES



**BALLOU**  
strikingly smart  
for the stadium



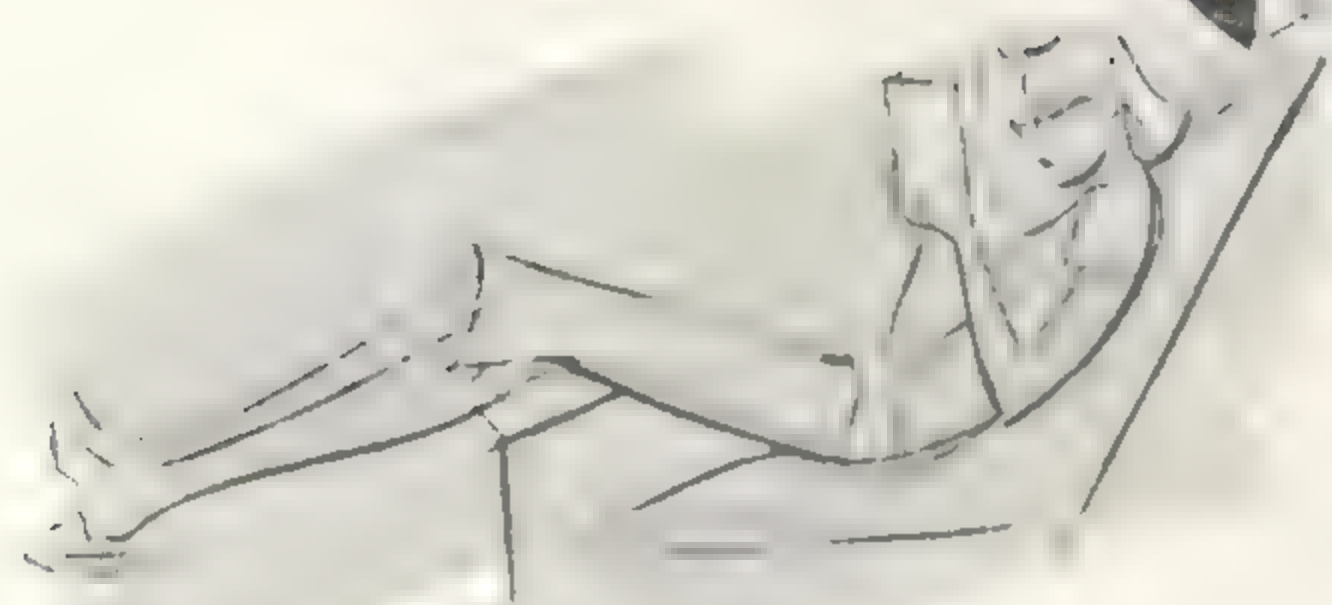
**BALKAN**  
classically  
correct for  
the classroom



**ROYSTON**  
beautifully built  
for bicycling



**SALAZAR**  
right in line  
for relaxing



## Campus creations for best-dressed Collegians



**NORELLE**  
trimly tailored  
for traveling



In the thrill of assembling your going-off-to-college clothes, give heed to these new campus classics designed for you by Queen Quality. You'll find swank and swagger shoes to wear with rugged sports clothes—trim and tailored types to accompany your tweeds—the newest color trends to lend accessory smartness—contrasting leathers combined to create unusual distinction—styles to be admired by the severest college critic—and fit that keeps you tireless through every campus activity.

QUEEN QUALITY SHOE CO. • ST. LOUIS  
Division of International Shoe Co.



# THREE CAMEL-TEERS



C



*Somerville*  
CAMEL  
HAIR

Here's the smartest coat investment you've ever made. Thoughtful detail and a thoroughbred appearance give them distinction far beyond their modest price. Long wear and complete satisfaction are assured, because they are made of camel hair and wool, by Somerville, creators of quality camel hair fabrics for half a century.

\$14<sup>95</sup>

A. Hollywood wrap-around. B. Double-breasted esquire style, with pearl buttons and back belt. C. Regulation balmaccan raglan sleeve with leather detail. 12 to 20.



B

A

SOLD EXCLUSIVELY IN

## LERNER SHOPS

Stores located in principal cities from coast to coast.



\*Every coat is lined with genuine Earl-Glo Rayon lining.



AND NOW

# Tarsal Treds

made with "Lastex" yarn



STRETCHABLE  
LEATHER

STRETCHABLE  
GABARDINE



STRETCHABLE  
LEATHER



STRETCHABLE  
GABARDINE

## TO MOULD YOUR FOOT TO NEW BEAUTY AND COMFORT

Ten million feet have already said "Thank you" for Tarsal Tred Shoes. And now their exceptional fitting qualities have been raised to the *nth* degree by "Lastex" yarn—the same that revolutionized your ideas of fit in foundations and other apparel. Tarsal Treds, whether in leather or gabardine, are elastic—as snug, as comfortable, as slenderizing as your favorite girdle. The absence of the usual lining in the vamp makes them airy—light, more flexible than ever, yet they hold their shape even longer. And, good news for budgeteers, all this at a surprisingly modest price.

Tarsal Tred Shoes are manufactured exclusively by The H. C. Godman Company, Columbus, Ohio, famous for a generation of fine footwear.



*Lastex*  
REG. U.S. PAT. OFF.

... THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured  
Rubber Products, Inc., 1790



exclusively by United States  
Broadway, New York City



# A DATE-TIME LINE-UP



## THREE MATALOY FROCKS

*in Celanese\** **RAYON**

Fun ahead—and you want to be all set for a complete follow thru—from the game to dancing. So *Mataloy* plotted these foresighted frocks in Celanese Rayon. Glowing in color—friendly in texture and styled in swing time to sustain your buoyant mood.

### LEFT TO RIGHT:

X—Featuring the new bloused silhouette with box pleats and a Windsor collar that are heavenly young. In Celanese Fernweb Crepe. Sizes 10 to 20.

Y—New version of your favorite button-front done with side pleats and intriguing pockets. In Celanese Fernweb Crepe. Sizes 10 to 20.

Z—Tuckered up to real importance. A formal version of the shirt-type frock with radiating skirt and most becoming bodice. In Celanese Fernweb Crepe. Sizes 10 to 20.

COLORS ARE: RED CLAY, FOREST BROWN, PINE GREEN, WINE, SLATE BLUE, OR BLACK.

All **\$22.95**

KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK CITY

\*Reg. U. S. Pat. Off.



Over 400 shops are showing these fashions. If you don't find them in your favorite shop, write.



# Paramount

## CUSTOM FOOTWEAR



### A NEW SLANT ON SMARTER FALL FOOTWEAR

The chic of your Autumn ensemble depends so much on the brilliance of your new footwear. Paramount puts America's most glorious footwear at your feet in these . . . and many other . . . exclusive styles. At the leading store in your city . . . \$ **6.50** and up



THIS IS AN  
ORIGINAL MODEL  
DESIGNED BY  
**KALMON**  
PARAMOUNT  
SHOE MANUFACTURERS  
INCORPORATED

This card in your  
footwear assures you  
exclusive styling.  
Designs patented.

PARAMOUNT SHOE MANUFACTURING COMPANY / / SAINT LOUIS





# College clothes Picked by the men



**Changeling...** Severely tailored with its collar up—casual when worn in a V. In Saranite Stripe Rayon Crepe. Shaded stripes on brown, wine or green. Sizes 14 to 42. 22.95

**Date-Bait...** Tucks and blouses to fashion's latest specifications. In a fine angora petit-point wool. In red currant, Murillo blue, bud green and black. Sizes 12 to 20. 25.00



**Guest-artist...** To impress his family. Smooth classic in a heavenly chiffon woolen with braided leather belt. Natural, red currant, Murillo blue, spice rust. Sizes 14 to 40. 29.95

**Roommate...** Two-piece woolen, with a gay plaid skirt and smartly bound cardigan top. Has leather belt. In brown with green, or navy with navy. Sizes 12 to 20. 39.95



*They're worn for!*



*Picadill... Pointed with piqué to maintain your fresh-from-the-laundry look. In wool plaids with supple leather belt. In tones of oxford, brown or wine. Sizes 12 to 20. 29.95*



*Stripe-ling... A softie for all its chiseled lines. The stripes are angora on sheer wool and rayon. Has wide leather belt. Oxford and wine, black and royal. Sizes 12 to 20. 29.95*



*Playmate... Very jeune fille and animated. In Ballindery wool with new flap pockets and stitched pleats. In dominating tones of brown or green. Sizes 10 to 18. 22.95*

There's no mistake. The American male voices the same opinion every time he's questioned. He wants his women simply turned out. He loves the good tailoring of good sportswear. He votes for gay colors... unusual fabrics, but he likes them in dresses, slim, young and carefully casual. AND WE THINK HE'S RIGHT... There is no fashion type so suited to our syncopated existence, no other that will take you from dawn to dark so superbly groomed and beautifully at ease. We have a whole collection and have illustrated only seven. Each an Exclusive from Town and Country Shop, Second Floor.

**Bonwit Teller**

FIFTH AVENUE, NEW YORK

I. MAGNIN & CO. — California — Seattle

See Page 174 for name of store in your city



# Elynor Fashions report for class



**Elynor Fashions**  
INC. N. Y. C.

STYLED BY  
**Gally-Go Tailors**

New York City..... Franklin Simon & Co.  
Buffalo, N. Y..... William Hengerer Co.  
Albany, N. Y..... John G. Myers Co.  
Boston, Mass..... E. T. Slatery & Co.  
Bridgeport, Conn..... D. M. Read Co.  
Binghamton, N. Y..... Hills, McClean & Haskins  
Beaumont, Texas, White House D. G. Co.  
Birmingham, Ala..... Parisian, Inc.  
Duluth, Minn..... Minnesota Dep't Store  
Durham, N. C..... Ellis Stone & Co.  
Greensboro, N. C..... Ellis Stone & Co.  
Gary, Ind..... H. Gordon & Sons  
Greenville, S. C..... Meyers Arnold Co., Inc.  
Houston, Tex..... Columbia D. G. Co.  
Knoxville, Tenn..... Miller's Inc.  
Lancaster, Pa..... Watt & Shand, Inc.  
Louisville, Ky..... Ben Snyder, Inc.  
Lubbock & San Angelo, Tex., Hemphill Wells Co.  
Memphis, Tenn..... The John Gerber Co.  
Nashville, Tenn..... Cain Sloan Co.  
New Orleans, La..... Mayer Israel & Co.  
Orlando, Fla..... Dickson-Ives Co.  
Paris, Texas..... Arthur Caddel Co.  
Portland, Oregon..... Roberts Bros.  
Pueblo, Colo., The Crews-Beggs D. G. Co.  
Spokane, Wash..... Palace Store  
Waco & F. Worth, Tex., R. E. Cox D. G. Co.

or for the name of the store in your city  
write: ELYNOR FASHIONS  
225 West 34th Street, New York City

**B**ACK-TO-SCHOOL!... back to your career  
or your social activities. You'll discard  
your summer sheers with never a pang if  
you can step out in one of these brilliant  
and flattering fall fashions tailored to  
Elynor's clever specifications.

- 1 The 3-piece suit is of soft Mohara, an imported  
wool and mohair fabric . . . . . \$35.00
- 2 The trim double-breasted reefer is made of  
nubby tweed in a herringbone weave \$22.95
- 3 The 2-piece suit, also in Mohara . . . \$18.95

All available in rich autumn colors; all lined with  
"Finesse", a Crown Tested rayon fabric which has been  
laboratory check tested and approved for wearability.



**A—TROCADERO.** First sandalized version of the Tyless... in Alligator Calf. Also, Black, Rust, or Wine Suede.

**B—CADET.** Snip-snip—and this smart Calf Tyless reveals clever slashes. Tan or Black.

**C—PHILMONT.** Seal in a rugged Oxford with a trim fringe detail. Brown or Black.



*Smartest opening  
of the Season!*

the Tyless shoe that gives such a "zipping" performance . . . one, two, and it's smoothly closed!\* If you want to think you're skimming through space . . . try a pair of the new Fall Tyless shoes. Fact is, they are softer, more flexible than ever before — and have enough eye appeal to excite the calmest of their admirers. E. P. Reed & Company, Rochester, New York. Tyless Style Studio, 47 W. 34th St., New York. \*Tyless Shoes have an exclusive adjustment which provides for flexibility over instep.

**TYLESS**  
CREATED BY REED



MAJOR TRIUMPHS FOR

*Fall*

# IN GIANA CREPES OF ENKA RAYON

EXCLUSIVE PATTERNS AND COLORS



CARSON PIRIE SCOTT & CO.  
Chicago

Wm. H. Block Co. . . . Indianapolis  
The Emporium . . . . San Francisco  
The Golden Rule . . . . St. Paul  
Herpolsheimer's . . . . Grand Rapids  
LaSalle & Koch Company . . . . Toledo  
B. Lowenstein & Bros., Inc. . . . Memphis  
The May Company . . . . Cleveland  
Rorabaugh Dry Goods Co. . . . Wichita  
Ed. Schuster & Co. . . . Milwaukee  
Strawbridge & Clothier . . . . Philadelphia  
Yunker Brothers . . . . Des Moines  
And all other leading stores from coast  
to coast, or write

TABIN-PICKER & COMPANY  
Chicago, Ill.



Style 4203 — Swedish Print softly fashioned with zipper trim, plus a chiffon scarf. Black, redwine, navy, brown—14 to 42.

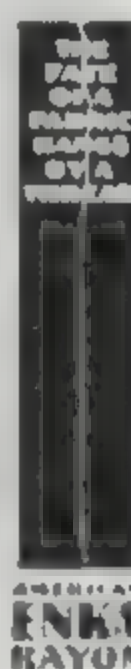
Style 4210 — Exotic lace stripe with softly shirred bodice. Blending chiffon scarf and belt. Navy, tan, black—14 to 42.

Style 4206 — Monotone Print in a classic style. Buttons parading from neckline to hem. Contrasting leather belt. Luggage, navy, redwine, black—16 to 44.

Style 4215 — New French filigree design tailored in a shirt-top dress. Mannish leather belt. Luggage, black, navy—12 to 40.

Style 4211 — Pin dot Giana with a shirred waistline and skirt treatment. Puff sleeves. Navy, tan, redwine, black—10 to 20.

Style 4217 — Small Paisley Print featuring the tucked shirt-bosom effect, with zipper closing. Matching suede girdle. Navy, redwine, black—12 to 20.







## Drive this "12"...and feel the difference !

Given a choice, most people would prefer a 12-cylinder car. They admire the "twelves" of others. But one thing has kept them from purchasing—the price. "Twelves" *have* been expensive. . . . *They are no longer so!*

This "twelve," the Lincoln-Zephyr, offers the brilliant performance of extra cylinders in a car of medium price. It offers the added enjoyment long denied to all but the wealthy. It makes a "twelve" an economical investment—economical to purchase and economical to operate.

But there are other distinctions aside from this first great difference. *It offers new comfort.* Long trips are accomplished with ease. You go farther in a day, yet do not seem to drive as fast. *It offers unique design.* Body and frame, in closed types, are not bolted together, but are one structure—steel panels welded to a rigid framework of steel trusses.

The way the car uses gasoline is different too. Because this V-12 engine is so efficient, because the ratio of car weight to horsepower is so favorable, and because streamlining cuts wind resistance, owners from all parts of the land are reporting from 14 to 18 miles to the gallon of gasoline.

There is something about the dynamic, modern lines, the exhilaration of twelve cylinders that appeals to the progressive and the young in spirit. This car selects its owners! The 50,000 and more Lincoln-Zephyrs on the roads today belong to people abreast of the times!

Take the wheel of *this* "twelve." Perhaps you have not known that *any* car could offer so much for so little! Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr V-12s.

*Lincoln-Zephyr V-12*



An artistic illustration of a woman with short, wavy brown hair, wearing a long, flowing pink gown with a large bow at the waist. She is standing next to a large, ornate chair with a high, curved back. The background is dark and moody, with vertical lines suggesting a forest or a stylized interior. The entire illustration is framed by a decorative, scalloped border.

*by Kalmour  
from Celanese*

Quaint as yesterday . . . modern as tomorrow  
... from Maggy Rouff, developed in Celanese\*  
Rayon Sea Queen from the Celanese Cor-  
poration. At better stores everywhere, \$29.95,  
or write Kallman & Morris, Inc., 530 Seventh  
Avenue, New York City. \*Reg. U. S. Pat. Off.



**FINE ART** of Sunday morning lounging is a snap in this comfortable robe which zips from neck to hem. Made with generous fullness of Crompton-Richmond's lovely Ivory-washable chenille in blue, turquoise, peach and white. 12 to 20. \$12.95.



**HISTORY**-making, boat-necked sweater with long sleeves to push up, is again the campus heroine. Of Llamora wool, it will wash with high honors in cool suds of pure Ivory Flakes. And you'll love the woodland shades. 32 to 38. \$3.95.



# At College—Major in Ivory-Washables!

It's smart to "do up your own things" at college. So choose clothes that are Ivory-washable. You'll be surprised this year how many campus classics (like these favorites) can be washed in Ivory Flakes. And it's so simple—just douse them in cool suds of pure Ivory Flakes, press them gently, and there you are—impeccable for a class or a date! . . . These fine stores will tell you: "Wash our campus classics only in gentle Ivory Flakes and you'll have a wardrobe that will still be fresh in June."

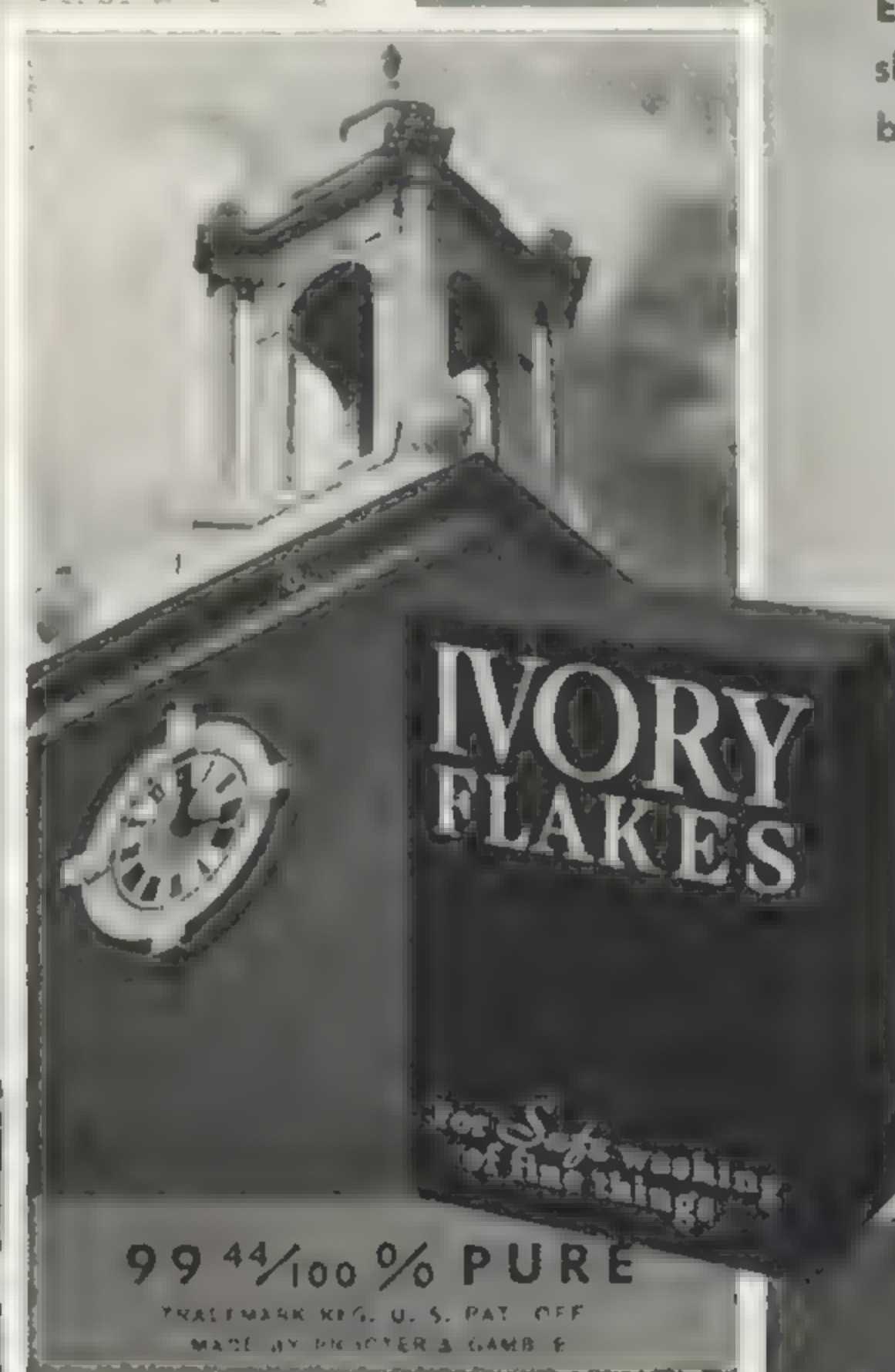
THE ADDIS CO. . . . SYRACUSE, N. Y.  
L. L. BERGER, INC. . . . BUFFALO, N. Y.  
B. F. DEWEES, INC. . . . PHILADELPHIA, PA.  
HARZFELD'S, INC. . . . KANSAS CITY, MO.  
RICHARD HEALY CO. . . . WORCESTER, MASS.  
HIMELHOCH BROS. & CO. . . . DETROIT, MICH.

FRANK R. JELLEFF, INC. . . . WASHINGTON, D. C.  
THE LINDNER CO'Y . . . CLEVELAND, OHIO  
CHAS. LIVINGSTON & SONS . . . YOUNGSTOWN, OHIO  
E. T. SLATTERY COMPANY . . . BOSTON, MASS.  
THE STERN AND MANN COMPANY . . . CANTON, OHIO  
THE UNION COMPANY . . . COLUMBUS, OHIO

**ECONOMICS** of chic include this neat classroom dress of Ivory-washable Celanese rayon Kashur. In new Autumn colors—with smart leather buttons and belt. 12 to 20. \$12.95.



**SCIENCE** of study is easy in this pajama and robe of Arthur Beir's printed spun challis. Ivory-washable, of course—and easy to iron. In navy blue and burgundy. 12 to 20. Each \$5.95.



**ENGLISH** influence in a dashing Bond Street shirt and pleated skirt of Ivory-washable Cravat Twill, a Cohama rayon. In navy blue, green, blue, luggage and wine. 12 to 20. Each piece \$3.95.





# BRITISH WALKERS

MADE IN U.S.A.

*Ask any Senior...* NICE FOOTWORK COUNTS

Be the outstanding cross country hiker...or the most lovable loafer at school. You'll still want British Walkers. The way they mold to your feet is uncanny. And nothing but fine shoe making would let them feel so glove-like, yet hold their shape with such hardy distinction. For your weekends in town or campus scramblings nothing is quite so foot-wise as the classic unadornment of our American-made, British Walker shoes.

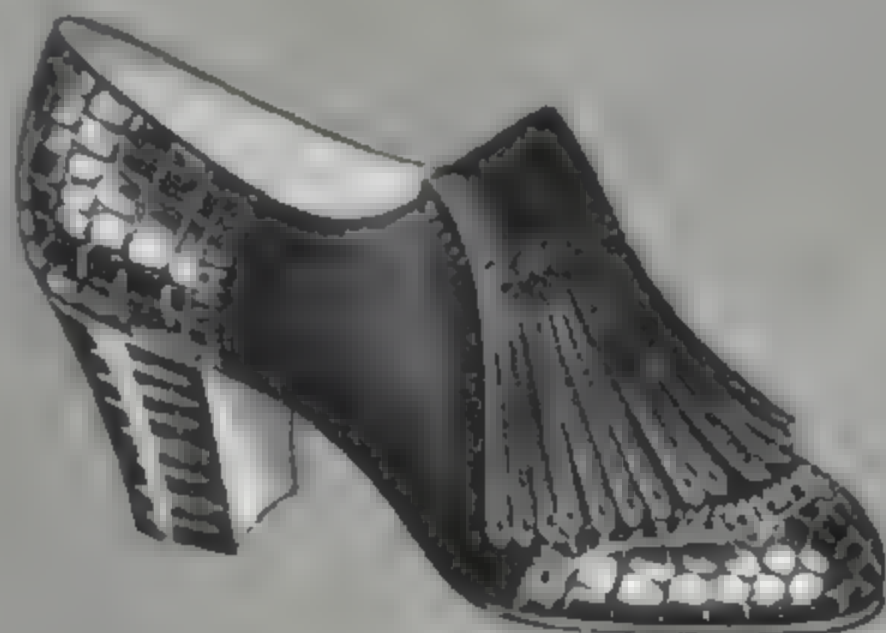
British Walkers begin at 10.75



DEVONSHIRE



KENT



WILTSHIRE



## THESE STORES ARE SHOWING BRITISH WALKERS

New York, N. Y. .... Franklin Simon's  
Chicago, Ill. .... Marshall Field & Co.  
Philadelphia, Pa. .... Strawbridge & Clothier  
Detroit, Mich. .... The J. L. Hudson Co.  
Los Angeles, Calif. .... Gude's  
Cleveland, Ohio. .... The Halle Bros. Co.  
Newark, N. J. .... L. Bamberger & Co.  
Baltimore, Md. .... Hochschild, Kohn & Co.

St. Louis, Mo. .... Stix, Baer & Fuller  
Boston, Mass. .... Wm. Filene's Sons Co.  
Pittsburgh, Pa. .... Kaufmann's  
Cincinnati, Ohio. .... Potter Shoe Co.  
San Francisco, Calif. .... Sommer & Kaufmann  
Kansas City, Mo. .... Harzfeld's, Inc.  
Buffalo, N. Y. .... Wm. Hengerer Co.  
Milwaukee, Wis. .... Caspari & Virmond Co.

Minneapolis, Minn. .... Napiers  
Washington, D. C. .... Artcraft Footwear  
New Orleans, La. .... Imperial Shoe Store  
Seattle, Wash. .... Frederick & Nelson  
Louisville, Ky. .... Stewart Dry Goods Co.  
Denver, Colo. .... Neusteter's  
Houston, Texas. .... Krupp & Tuffy, Inc.  
Toledo, Ohio. .... The Lasalle & Koch Co.

Dallas, Texas. .... Volk Bros. Co.  
Memphis, Tenn. .... John Gerber Co.  
San Antonio, Texas. .... The Guarantee Shoe Co.  
Oklahoma City, Okla. .... Kerr's  
Richmond, Va. .... Berry-Burk & Co., Inc.  
Des Moines, Iowa. .... Field Shoe Co.  
Tulsa, Okla. .... Stern and Levy  
Harrisburg, Pa. .... The Jeannette Shop

*And other leading stores in the principal cities*





**HAMMER BRAND**

*Persian Lamb*

**LEADS THE FASHION PARADE**

*Insist on this trade mark*

HERMAN BASCH & CO.



Insignia of the world's oldest and largest processor of Persian Lamb, Hammer Brand is acclaimed everywhere by smart women who demand the best. Light in weight, tight as to curl, and brilliant in lustre, Hammer Brand Persian Lamb pelts have a supple softness which inspires chic styling. Each skin is processed by hand insuring durability. See the brilliant new creations. In black or gray.

**HERMAN BASCH & CO., Inc.**

*Oldest and Largest Processor  
of Persian Lamb*

AT REPUTABLE FUR SALONS

Copyright 1938 by Herman Basch & Co., Inc.



# The Chameleon Dress...

SMART FOR CAMPUS OR "DATES" IN

MAGIC HOUR OF *Celanese*\* RAYON



That long-lived simple dress, with the "dressmaker" look which is a perfect foil for accessories—the type of dress that retains its chic and comfort all through the day—the one dress you wear to study in, lunch in, dine and movie in—in short, a Townley chameleon dress . . . Left and centre, \$25, right, \$19.95.

## BEST & CO.

FIFTH AVENUE AT 35TH STREET

GARDEN CITY MAMARONECK EAST ORANGE BROOKLINE ARDMORE

GROSSE POINTE CLEVELAND HEIGHTS

For name of store in your city write to

**TOWNLEY FROCKS, INC. • 498 SEVENTH AVENUE, NEW YORK CITY**

\*Reg. U. S. Pat. Off.



*you can feel the Difference*

**in GRAYFLEX TRAMPERS**



Youthful . . . buoyant . . . with un-studied grace and a swift, sure feeling for style . . . GRAYFLEX TRAMPERS are more than ever this year, the shoe for every daytime hour.

They manage the new season's important "dressmaker details" without a trace of fussiness or bulk. They give a crisp, slim silhouette to active feet and ankles. And they're light — gloriously free from clumsy, artificial gadgets — because 72 years of ceaseless refinement have shaped them magically to fit the normal foot.

*Grayflex*  
**TRAMPERS**

**A Few of Our Dealers in Cities Over 500,000**

N. Hess Sons .....	Baltimore
R. H. White Co. ....	Boston
Carson Pirie Scott ..	Chicago
Stone Shoe Co. ....	Cleveland
J. L. Hudson Co. ....	Detroit
Broadway Dept. Store ..	Los Angeles
T. A. Chapman Co. ....	Milwaukee
Kramer's .....	New York City
Stern Bros. ....	New York City
Strawbridge & Clothier ..	Philadelphia
Jos. Horne Co. ....	Pittsburgh
Stix Baer & Fuller ..	St. Louis, Mo.
Woodward & Lothrop ..	Washington, D. C.

GRAY BROS., INC., SYRACUSE, N. Y.





IT'S ALL PLAY

## AND NO WORK

looking trim and trig

in *pakables*.

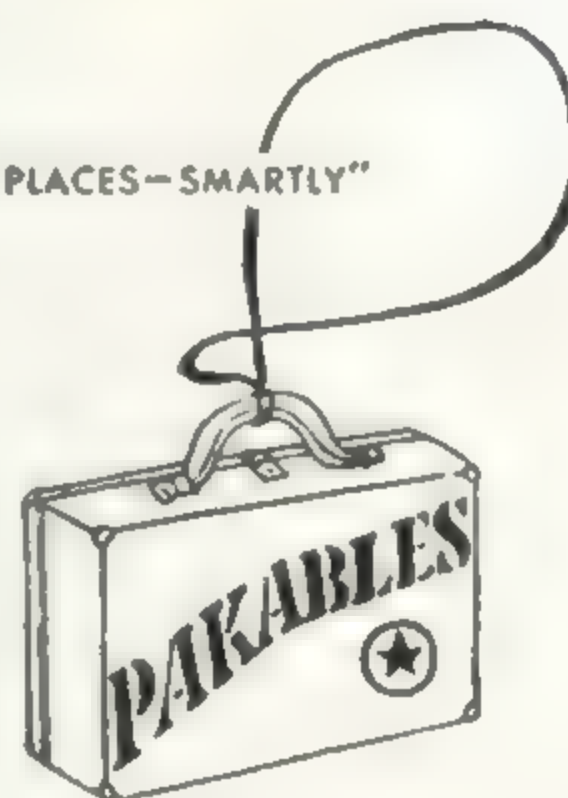
Hail and farewell! Hail to Pakables... Farewell to pressing worries. For Pakables resist wrinkles. Tuck them snugly into crowded suitcases with never a fear as to how they will emerge. Wear them a full semester without once sending them to the tailor. Those shown here, beautifully fashioned of heavenly-soft wool, are perfect for your leisure hours on the campus and for those special dates when you simply *must* be admired. Ask to see them at the important store in your city. And remember to look for the little brown tag and the sewed-in label that identifies them as the only genuine "Pakables". Sizes from 10 to 20 in all of Fall's most inspired colors. Not over \$25.00.

"DESIGNED TO GO PLACES—SMARTLY"

## Marshall Field &amp; Company, Chicago, Ill.

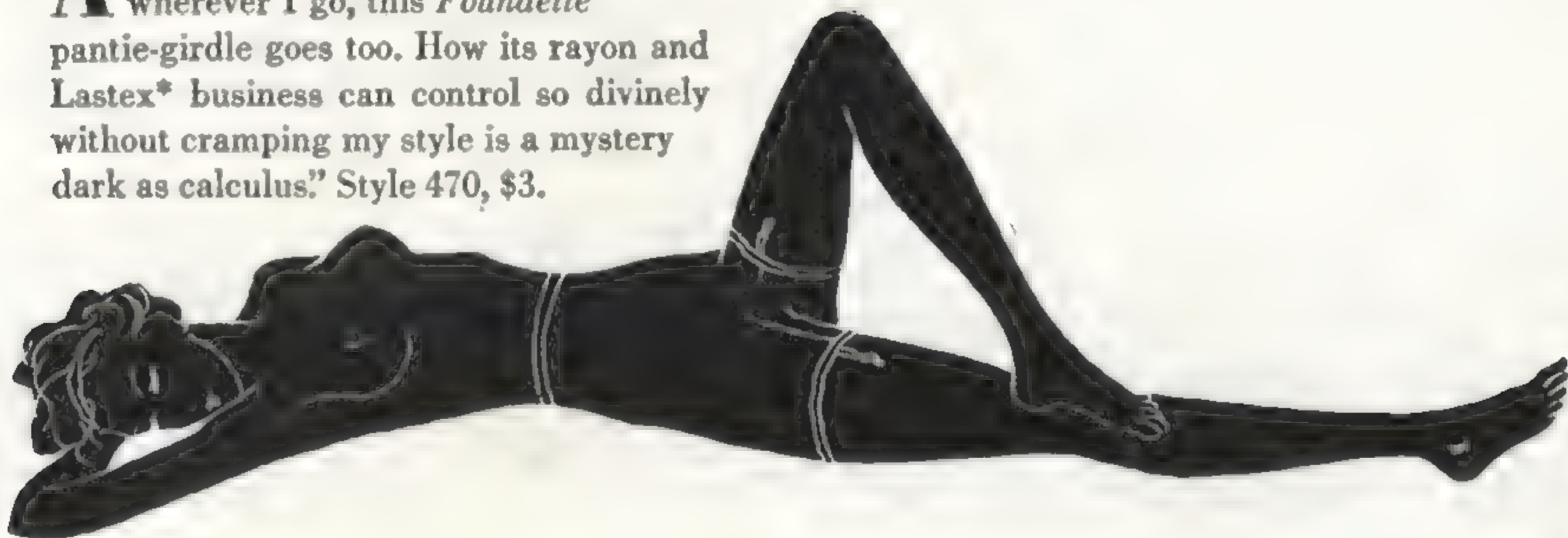
Bonwit Teller	Philadelphia, Pa.
Kaufmann's	Pittsburgh, Pa.
C. Crawford Hollidge	Boston, Mass.
Woolf Bros.	Kansas City, Mo.
Woodward & Lothrop	Washington, D. C.
Daniels & Fisher Stores Co.	Denver, Colo.
B. Siegel Co.	Detroit, Mich.
L. S. Ayres & Co.	Indianapolis, Ind.
Gladding's Inc.	Providence, R. I.
The Dayton Co.	Minneapolis, Minn.
Scruggs-Vandervoort-Barney, Inc.	St. Louis, Mo.
Kilpatrick's	Omaha, Nebr.
Popular Dry Goods Co., Inc.	El Paso, Texas
Dreyfuss & Son	Dallas, Texas
Switzer's	Los Angeles, Cal.
Switzer's	Phoenix, Ariz.
The Higbee Co.	Cleveland, Ohio
J. B. Ivey & Co.	Charlotte, N. C.
Phil A. Halle	Memphis, Tenn.
Frank Brothers	San Antonio, Texas
Stewart Dry Goods Co.	Louisville, Ky.
B. Forman Co.	Rochester, N. Y.
Frederick & Nelson	Seattle, Wash.
City of Paris	San Francisco, Cal.

If unable to find "Pakables" in your city write direct to "Pakables", 498 Seventh Avenue, New York.





**A** "My *derrière's* my downfall. So wherever I go, this *Foundette* pantie-girdle goes too. How its rayon and Lastex\* business can control so divinely without cramping my style is a mystery dark as calculus." Style 470, \$3.



**D** "This silk and Lastex\* net *Foundette* pantie-girdle gives me a figure I'm proud to flaunt. See the way it's cut...especially through my midriff...and garters flat as skin." Style 4212, \$5.



*Young Ideas*

**F**IVE OF THEM—for all you girls headed towards mortarboards and daisy chains! Five young *Foundettes*, designed by MUNSINGWEAR on the sound theory you're never too young to start having a beautiful figure! They're bantamweights. Sleek. Thin. Made to let you slouch and shag and kick up your heels. But in them, tummies flatten out, *derrières* retreat, hips seem to melt away...so that even "little" dresses look ten times the money. That's because *Foundettes* are built by MUNSINGWEAR experts in figure molding...of fine fabrics that wear and wash and do their jobs to the end. And like manna from above, *Foundettes* are priced to dovetail with college budgets. You'll find them in the better corset departments. MUNSINGWEAR, INC., MINNEAPOLIS.



**B** "Concave...that's this budding tummy of mine in my *Foundette* girdle. A keen front panel for extra control does the trick...aided and abetted by the silk and Lastex\* net that makes this dream." Style 4012, \$5.



**C** "I'd never know I had this *Foundette* girdle on. But it's got the power in its Lastex\* and rayon combination to turn my fair-to-middling figure into a honey." Style 464, \$2.50.



**E** "Makes me look like a million...this all-in-one *Foundette*. Whittles my hips down and molds my bosom to perfection. The lace brassière's attached in front." Style 477, \$3.50.



*Foundettes*  
BY MUNSINGWEAR





HATS BY KNOX



## YOUNG CAREER COATS IN *Stroock* CLOUD-DRIFT!

Versatile coats that get themselves noticed wherever they work or play or study! Their clean-cut lines and fashion-conscious attitude will earn you a well-dressed distinction. They'll challenge any season—any climate, for they're made of Cloud-Drift, the rich STROOCK coating that is an unrivaled combination of finest camel hair, kid mohair and virgin wool. At the better shops throughout the country or write GROSSMAN & SPIEGEL, INC., 512 SEVENTH AVENUE, NEW YORK

*There is no substitute for Stroock quality*

Lined with DUCHESS  
Acetate Rayon SATIN



# DO THE 1-2-3 IN *Rhythm Step*

## AND THRILL TO A NEW WALKING "LIFT" IN THE DAINTIEST STYLES

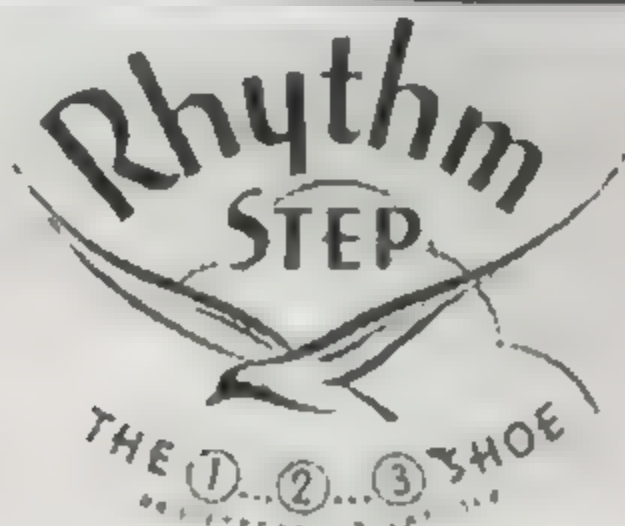
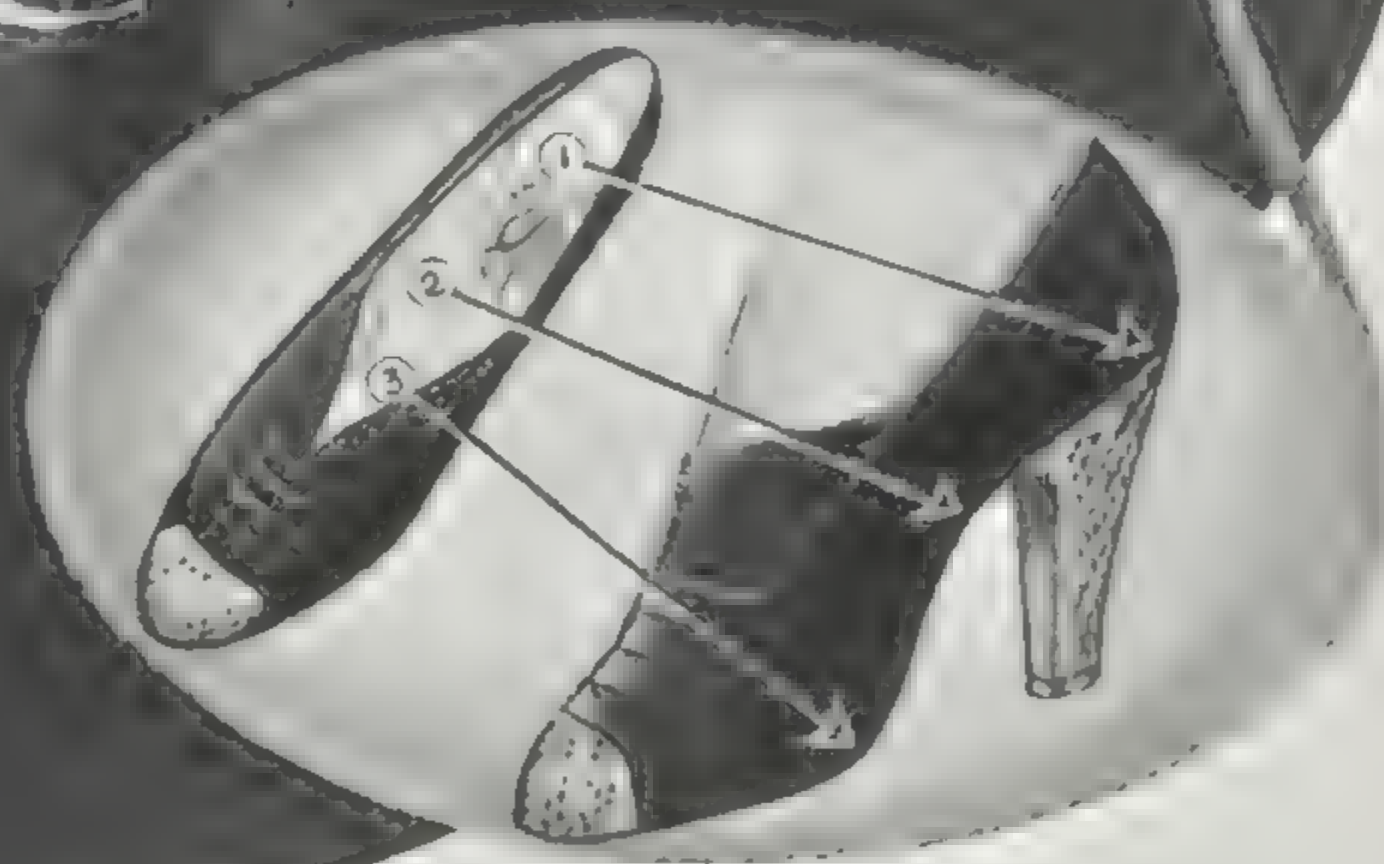
You'll think they're the gayest, most adorable shoes you've seen . . . designed just to keep your feet looking young and smart! But just 3 steps will show you the difference! You'll be thrilled to discover how Rhythm Step's light little styles give you extra support! It's their magic, Invisible Rhythm Treads. A new, weightless walking principle that supports the heel, arch and ball of your foot and makes walking so restful and buoyant! Make the 3-step test at your nearest Rhythm Step dealer—see what glorious extra comfort you can get in the lightest, daintiest, most up-to-the-minute styles.

Made by

JOHNSON, STEPHENS & SHINKLE SHOE CO., St. Louis, Mo.

Makers of Fashion Plate Shoes

. . . Recognized Style Leaders for Over 20 Years.



\$675 to \$775 Slightly Higher West of the Rockies

## RHYTHM STEP SHOES

Listed below are the names of Rhythm Step dealers in cities of 100,000 or over. For other Rhythm Step dealers throughout the country, write to Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo.

Akron, Ohio, A. Polsky Co.  
Albany, N. Y., W. M. Whitney Co.  
Atlanta, Ga., Byck Bros.  
Atlantic City, N. J., Boston Shoe Store  
Baltimore, Md., Hutzler Bros. Co.  
Birmingham, Ala., Caheen's  
Boston, Mass., C. F. Hovey Co.  
Bridgeport, Conn., Howland D. G. Co.  
Brooklyn, N. Y., Abraham & Straus  
Buffalo, N. Y., Adam, Meldrum & Anderson  
Chattanooga, Tenn., Miller Bros.  
Chicago, Ill., Carson Pirie Scott & Co.  
Cincinnati, Ohio, Rollman's  
Cleveland, Ohio, Higbee Co.  
Columbus, Ohio, Morehouse-Martens  
Dallas, Texas, Titcher-Goettinger

Dayton, Ohio, Rike-Kumler  
Denver, Colo., Daniels & Fisher  
Des Moines, Ia., Field Shoe Co.  
Detroit, Mich., The J. L. Hudson Co.  
Duluth, Minn., Clark Shoe Co.  
Elizabeth, N. J., Levy Bros.  
El Paso, Texas, Guarantee Shoe Co.  
Erie, Pa., Halle Bros. Co.  
Flint, Mich., Smith-Bridgman Co.  
Fort Worth, Texas, Washer Bros.  
Grand Rapids, Mich., Herpolshelmer's  
Hartford, Conn., Sage-Allen Co.  
Hollywood, Cal., Broadway-Hollywood  
Indianapolis, Ind., H. P. Wasson  
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• *Lower*—Plaid wool for a perfect campus dress. Pleated skirt cut on the diagonal. Pique collar and cuffs. A Talon slide fastener in the side placket insures a trim hipline.

• *Upper Right*—The soft bodice of this princess dress is gathered into a little ruff at the neck. Velvet flowers are applied at the waistline. A Talon fastener keeps the side placket sleek, and another closes the neckline at the back.

JUNIOR MISS DRESSES

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• *Right*—Romany striped wool makes a pleated skirt topped by a long-sleeved basque jacket of black velvet. A Talon fastener closes the placket of the skirt.



All dresses on these two pages are creations registered with the Fashion Originators Guild ...available in sizes 11 to 17 at leading stores.

For information where the dresses on this page may be found, communicate with the New York Office, Talon, Inc., 71 West 35th Street, New York City.



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A—Glama-Gora wool with wooden buttons. Stitching accents the flaps and collar. 10-20.



B—One-piece with shirring on the pushed-up sleeves and rhinestone ornaments at neckline. 10-20.



E—Single-breasted woolen jacket over one-piece frock with ornamental monogram design. 9-17.



C—Metallic blouse tops pleated crepe skirt. Ornamental pin at collar. 10-20.



D—Short-sleeved frock of woolen heather-tone. Jacket in a lighter shade. 10-20.



F—One-piece date dress in Crepe Appeal. Spaghetti fringe pockets and bow at neck. 9-17.



G—One-piece Glama-Gora wool. Leather belt and horseshoe closings. Stitching at neckline. 9-17.

## COLLEGE BUREAU CLOTHES!

We made a survey of college fashions, studied campus habits and dedicated our whole line to youth. The resulting clothes are the happy answer to what you'll wear this Fall. In sizes 10 to 20 and 9 to 17. All under \$25.00 at your favorite shop, or write directly to the INTERNATIONAL DRESS CO., INC., 1400 BROADWAY, NEW YORK, N. Y.





# Authentic Autumn Mode

## PARIS OPENINGS

Most exciting event of Autumn is the week of Paris Openings when the great couturiers ring up the curtain on the new collections.

Presses are held for the news . . . cables hum . . . fast steamers rush pictures across the ocean.

Be first to get the news! See the Openings with Vogue's Paris staff—the largest and most brilliant group of fashion experts in the world . . .

With Michel de Brunhoff, editor of French Vogue, and the duchesse d'Ayen to point up the high spots of the collections . . .

With Bérard, Eric, and Bouet-Willaumez to interpret the spirit of the mode . . .

With Horst and Durst to train their cameras on the costumes that will determine your next season's wardrobe . . .

Get the first report of the Paris Openings in September 1st Vogue. And for the complete story see September 15th Vogue.

## AMERICAN FASHIONS

There's equal excitement here at home, where the shops are full of new clothes from the work rooms of American designers.

In the September 1st issue, Vogue's New York staff guides you on a cross-country tour of the shopping centres of America . . . selects the clothes that you'll want to get right now . . . shows styles for every section of the country.

You'll see colour—colour—*everywhere*. Vogue takes six full pages to paint the inspiring Colour Story of the American fashions for Autumn.

You'll see day clothes, woolen suits, dinner clothes, and evening costumes that fit the brisk tempo of the season. You'll see new hats, new gloves, new bags, new jewellery to spice your fall ensembles.

When September finds you "without a stitch that's fit to wear," turn to Vogue's September 1st issue for the complete American fashion picture. You'll find it on your news-stand August 25th.

**SEPTEMBER 1st VOGUE—AMERICAN FASHIONS AND PARIS OPENINGS**

**SEPTEMBER 15th VOGUE—COMPLETE REVIEW OF THE PARIS OPENINGS**

**Vogue is the only fashion magazine published twice every month**



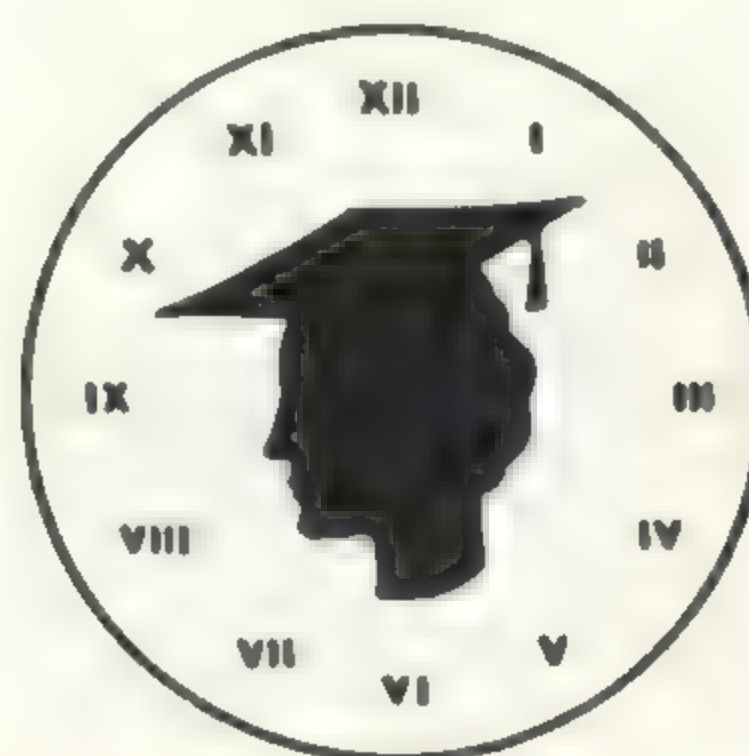


# P O R T F O L I O   O F C O L L E G E   C L O T H E S

Nationally Available in Local Retail Stores

The garments and accessories illustrated and described on the following pages have been selected by the manufacturers as conforming in price, style and quality to the suggestions for college clothes made by participants in Vogue's Prix de Paris Fashion Career Contest for 1937-1938. Should you find that any of these items are not

available locally, a letter addressed to Vogue's Merchandising Service, 420 Lexington Avenue, New York City, will bring you a list of stores in nearby cities from which you can purchase the merchandise in question. To identify the items in which you are interested, please refer to them by the numbers indicated in this Portfolio.





# COLLEGE AND SCHOOL CLOTHES



1 Evening dress of Crown Tested Rayon "Banga Crepe"—sequin jacket



2 Hand-tailored man-tailored suit; extended shoulder, new feminine lines



3 Clan plaid, detachable piqué collar and cuffs. Frock tailored by Townley



4 A new sheer woollen, "Stardust," is used ideally by Bloomfield Creations



5 Bows, ruching on Louise Mulligan's velveteen; moulded with Talon closing



6 Polo lounge coat styled by Saybury of colourful, woolly "Cuddle-Down"



7 Two-tone daytime frock by Townley; coloured top with black wool skirt



8 Hand-loomed imported Scotch "Heatherthorn" Botany pull-over for campus



9 Georgiana Frock in Giana Crepe, Enka Rayon, is a flattering classic



10 Betsyann Junior: date type, alpaca dress; velvet jabot, astrakhan jacket



11 Stroock's "Cloudrift" camel hair, casual straight body, raccoon pouch collar



12 Tom Boy model of striped wool, with chevron-cut blouse, pleated skirt

13



"Walker"—by Air Step—brown suède and brown alligator, with Cuban heel

14



Rhythm Step's classic monk Oxford dons an alligator rib trim this year

15



Jacqueline tie of black suède with "camisole" top — continental heel

16



Naturalizer "Cuffie," all over brown alligator slip-on; 13/8 Dutch boy heel



# NOW AVAILABLE IN LOCAL STORES



17 Silver, red or blue fox jacket; vertical skin treatment by Julius Green



18 Diamond weave Shetland cardigan jacket; gored wool skirt to match



19 "Pick 'n' Pair" your own sports ensemble in soft St. Julian wool by Bradley



20 Janet Hollander weekend costume made of North American Rayon crepe



21 Gothcuna sweater soft as cashmere; washable; skirt available to match



22 Bradley's new Belaine yarn in a two-piece Handcrafted Dressy Daytimer



23 Seal-dyed coney tuxedo; cord at neckline adjustable for three styles



24 Velvet appliqué contrasts dull crepe; waist-line fitted with a Talon fastener



25 Shepherd "Llamora" match-ups in Gainsborough colours, Shetland skirts



26 "Tish-U-Knit" by Léon. Zephyr Vivette. Appliqué, chain motif. Cellophaned



27 A youthful moulded dinner dress of Crown Tested Rayon "Banga Crepe"



28 Forstmann woollen box coat, with slot seams, beaver collar and cuffs



29 Paradise shoe in a high riding black suede step-in with new gore back



30 Heel Latch gored pump; spice brown calf. Talon fastened; with Cuban heel



31 Hill and Dale glove-like strap Oxford; brown or black llama calf



32 "Spongee" imported oiled calf, heavy sponge rubber sole. Grayflex Tramper



# COLLEGE AND SCHOOL CLOTHES



33 Reefer suit, full length, notch collar, single-breasted. Imported tweed



34 Georgiana Frock in Giana Crepe, Enka Rayon, for on and off campus



35 Fitted novelty colourful tweed coat, double-breasted, skunk notch collar



36 "Ditmode" coat of Stroock's "Travela", pencil silhouette; beaver collar



37 Just-below-waist skunk opossum jacket worn over tucked wool dress



38 Janet Hollander uncrushable velvet weekender; flattering white accents



39 Mayflower "College Life" frock in Inca-coloured challis of spun rayon



40 Man-tailored coat, double-breasted raglan classic, herringbone tweed



41 One-piece wool campus dress, round collar, sunburst tucking, leather trim



42 Shirt and belt of McMullen's exclusive chalk stripe flannel; plain skirt



43 Janet Hollander 2-piece Arlingcrest sheer wool; tucking; gold details



44 One-piece wool crêpe tucked day dress; Basque waist-line, short sleeves



45 The Tango pump in black alligator calf made with perforated design



46 "Townwear", by Air Step, tan calf, black, blue or golden Havana suède



47 "Trocadero" tieless Collegebred in alligator calf or coloured suède



48 Rhythm Step puts a platform sole on the ever-popular moccasin tie



# NOW AVAILABLE IN LOCAL STORES



"Kalmour" moiré prom gown, off the shoulders, gardenia trim, full skirt



A two-piece Loretta Young dress in a washable spun rayon paisley print



"Cantamore" rayon crêpe with self bows on shoulders; piqué collar, cuffs



One-piece Celanese jacquard crêpe; tucked skirt. A new "Mataloy" fashion



Helen Harper original. Coat sweater. Swedish type hand crocheted figures



Print dress of wool and rayon plaid, made with a pleated bosom and skirt



Doris Dodson's "Touchdown", pleated, in "Jovita" of Du Pont Spun Rayon



Tubular coat, Laskin mouton, brown suède pockets, tailored shoulders



Fine curl Hammerbrand black Persian trench model coat; new sleeves



One-piece Celanese "Sheerella" with a suède appliqué embroidered belt



Sponge wool in moon blue. Armour's "First Edition" with quilted sleeves



Lampl's Collegiate Matchmaker—two new ideas in bi-colour striping



A smart Paradise shoe in blue Bucko; with wine calf platform sole



"Tyron" platform Collegebred. Black, wine, brown suède; contrasting trim



"Apollo" by Naturalizer, all over brown with tan calf binding on tongue



"Amhurst" monk type Grayflex Tramper; alligator calf; square toe, heel



# COLLEGE AND SCHOOL CLOTHES



65 "Feather Tread" sheer wool; metal monogram letters; godets in the skirt



66 Combination suit, Schiaparelli adaptation, pleated skirt, wood buttons



67 Marinette rag-carpet stripe, worn by June Christopherson, of Northwestern



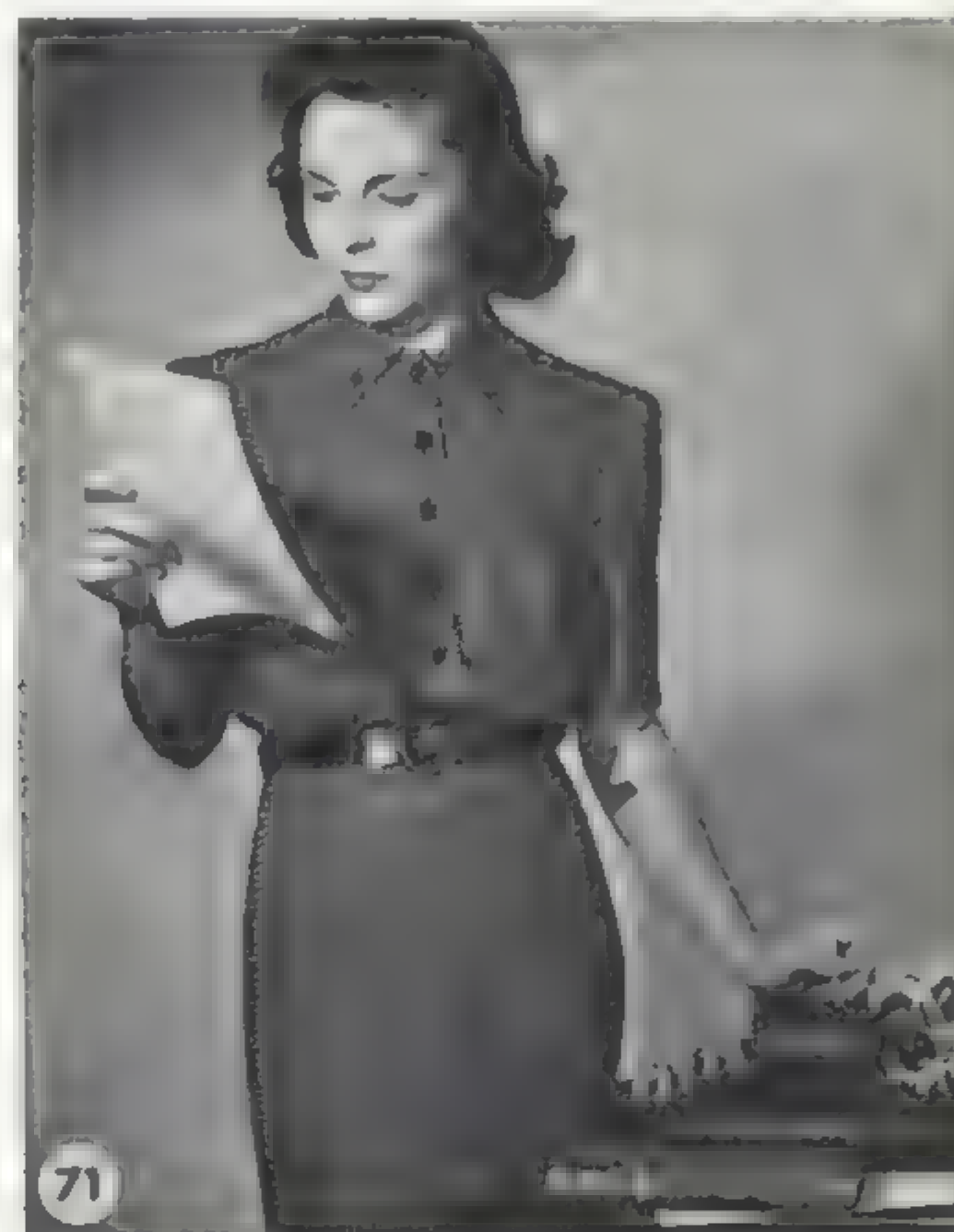
68 Armour "First Edition" of green dunka wool jersey—tie it any way



69 Brushed mohair "Bearskin" twin sweaters, embroidery, filigree buttons



70 Smart stitched fly-front in youthful double-pocket shirt blouse. Truhu silk



71 Wool checked monotone; low blouse; pockets, with a black leather belt



72 "Kalmour" strapless velvet gown with pleated pink silk organdie trimming



73 Black Persian tuxedo. The rich lustre of the fur is due to Hammerbrand



74 Scully classic blouse in feather-weight suède. Ideal for wear on the campus



75 Eisenberg cocktail dress with gold nailheads spaced for midriff accent



76 Frock tailored of Bamba made of Du Pont yarn, spun rayon and wool

77



Jacqueline suit shoe of cinnamon suède with "mudguard" of calfskin

78



English buck cross-strap; perforated vamp, built-up heel. A British Walker

79



Smart spectator sports Oxford; Havana brown punched alligator calf softie

80



Sportster "Saddle-Moc", hand-lasted, made like flexible Indian moccasins



# NOW AVAILABLE IN LOCAL STORES



81 Wimbledon "Alma-Mater" in fur felt for wear with tweeds or for travel



82 Rothmoor box coat; nubbed monotone with American grey fox trimming



83 Brewster fur felt hat with a side roll brim and an indented high crown



84 Frock of "Magic Hour". White felt embroidery; new leg-o'-mutton sleeves



85 Bioseal tuxedo boxy young swagger coat made of New Zealand dyed coney



86 Cromwell casual brimmed felt with ribbon twists on band; highish crown



87 Campus coat and sheer wool dress, Juilliard Twin-Fabric; racoon trim



88 Quinley small tricorn fur felt beret, cleverly trimmed with a feather quill



89 Rothmoor fitted silhouette in nubbed mixture with Oxford lamb trimming



90 Eisenberg afternoon dress. New high shoulders, Louis XIV bowknot pin



91 "Glamor", a youthful felt with tucked crown; off-the-face model by Stetson



92 "Feather Tread" sheer wool, embroidered motif; all around pleated skirt



93 Walk-Over's "Fenway Tie" of Indotan Bucko with brown alligator calf



94 Spectator type shoe with bow, Havana brown punched alligator calf softie



95 "Millertaire", soft box toe, perforated suède, platform sole. From I. Miller



96 Step-in-Life "Shenanigan", flexible softie; genuine Egyptian crocodile



# COLLEGE AND SCHOOL CLOTHES



A new slim box swagger coat with four bands of Fromm silver foxes



Two-tone jersey criss-cross front. Two-way sash over contrasting vest



Two-piece dress in Duplex "Magic Hour". Brookmeade tailored frock.



Jacket of Fromm silver fox. Paquin model, military shoulder, bell sleeve



Margie Joy junior class room sheer wool frock with wide calfskin belt



"Rural autumn" two-toned towering model called "Gracious". By Stetson



Washable goatskin slip-on shortie, front vent, hand-sewn trim. By Superb



Original Grace Ashley classic shirt-waist dress in alpaca, jewelled studs



Queen Quality shoe in roseberry calf with patent piping and bow; open toe



Walking shoe in ventilated, stretchable calfskin, made with "Lastex"



Wine lizard Oxford; black patent platform. Open or closed toe. Geller



Walk-Over's Cossack buckle Oxford. Bucko and calf. Black, wine, Indo-tan



## AS ADVERTISED IN V O G U E

College clothes and accessories, advertised in this issue of Vogue, are identified by tags and labels like those shown above. Look for them when you visit your local stores to inspect the showings of their new student fashions, as suggested by Vogue's "Ideal College Wardrobe"—complete description of which starts on Page 97.



# NOW AVAILABLE IN LOCAL STORES



Majestic Knitwear "Match-Trix"; yarn dyed matching sweater and skirt



Margie Joy date dress. Hand faggoted belt; Duplan Evergrand Rayon Crêpe



Young zipper dirndl housecoat, with peasant embroidery, unpressed pleats



"Cuddler" one-piece flannelette "Syl-O-Jama"; drop-seat; separate booties



Hope Reed school dress, umbrella tucked skirt, with a Peter Pan collar



Carole King dress; hopsacking of Du Pont Spun Rayon, wool embroidery



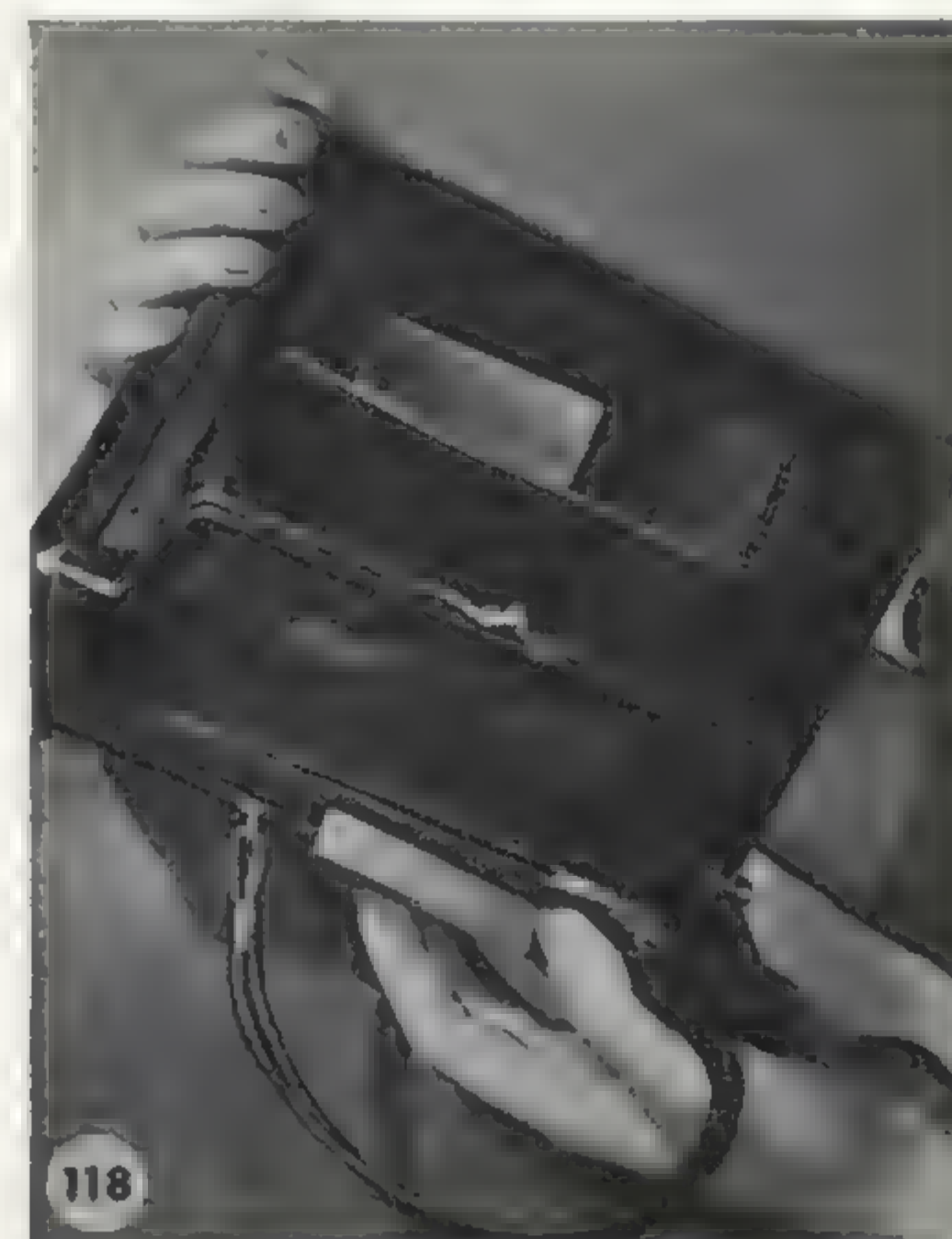
Tubular type calfskin Criterion belt, covered scoop buckle, many colours



Juilliard flannel robe; pyjama and stock to match dot-trimmed pockets



Mendel "Travelure". It carries eight dresses and also holds accessories



Ideal vanity hand bag for college girls and sophisticated young matrons



From York Street's "Best Seller's" handkerchief with Delphinium sprays



A luggage essential for the college girl—the smart Hartmann "Sky-Robe"

121



Alligator calf gored step-in, fold-over buckle-effect tongue. British Walker

122



Queen Quality's "Ariel"—black suède sandal, black suède vamp; ankle strap

123



Andrew Geller's new scalloped front Oxford in black suède, patent-piped

124



Customfitted shoe of stretchable gabardine, with "Lastex", patent trim



# COLLEGE AND SCHOOL CLOTHES



125 Famous Vassarette girdle. College classic for comfort and control throughout your entire school day



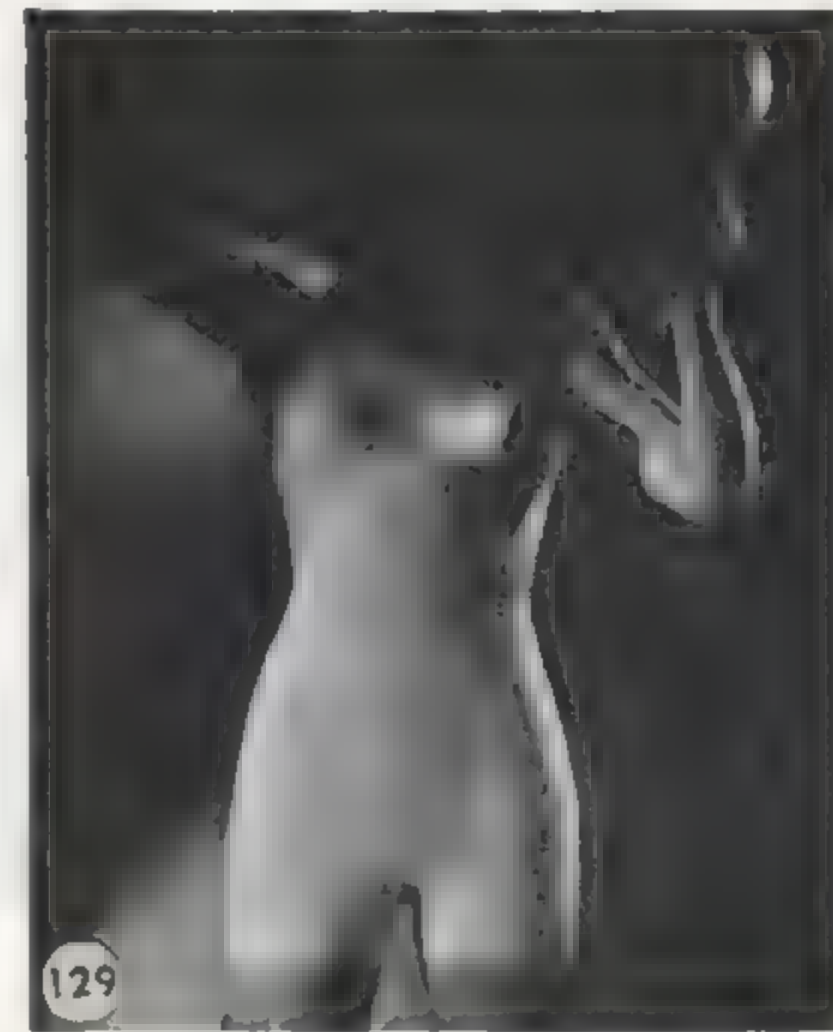
126 Miss Universal "Mandarin"—pure silk brocade pyjama, with piping in a bright contrasting colour



127 Tight girdle-pantie, lace with "Lastex". Deeply cupped uplift brassière worn with it. Van Raalte



128 Miss Swank tailored slip and pantie set of Satin Supreme. Ideal to withstand hardest college wear



129 Vassarette pantie-girdle — grand for active sports wear. It has detachable Invis-A-Grip garters



130 Munsingwear "Foundette" — silk and "Lastex" net girdle with enamel-finished Invis-A-Grip garters



131 Full-fashioned elastic Silk Skin pantie-girdle, entirely seamless, with patented fabric zipper panel



132 "Sta-Up-Top" Le Gant of satin with "Lastex" and mesh. Made in 15-in. length and in sizes 24-32



133 Munsingwear one-piece pyjama of double brushed cotton made with attached feet and a drop-seat



134 Ro-Jene nightgown of shimmering silk satin. It is luxuriously made with Alençon type lace trimming



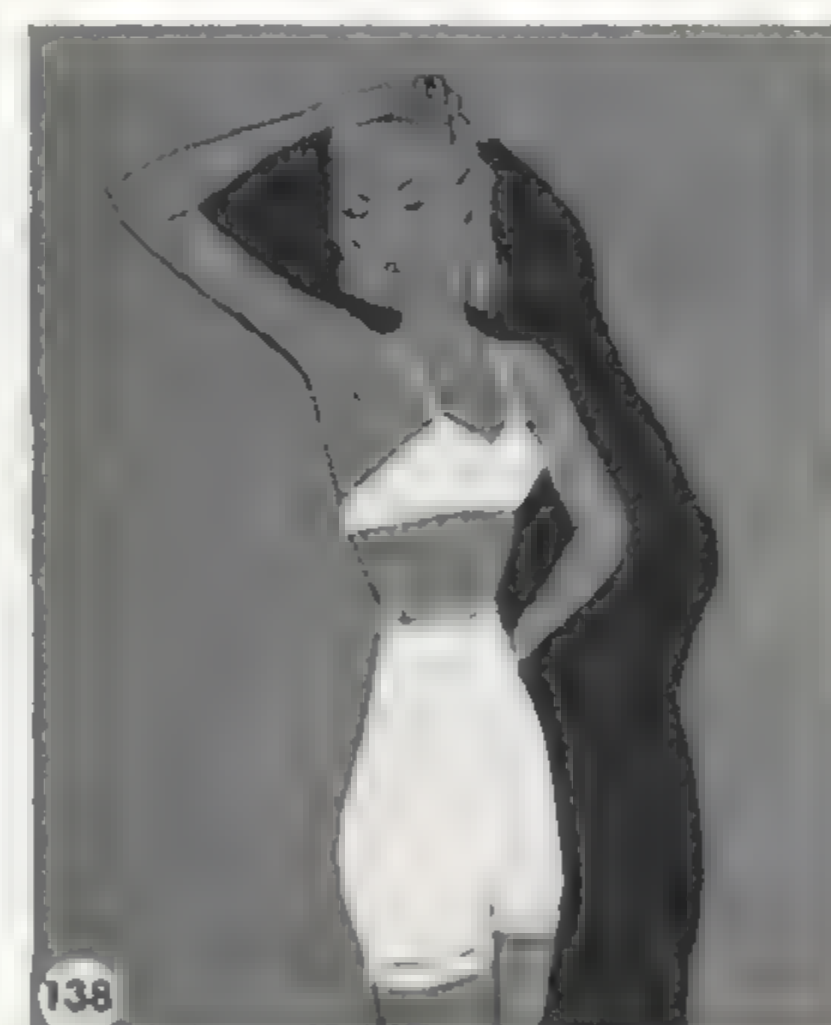
135 Fortuna long-stride pantie-girdle made with "Lastex". Comfortable for sports. Removable garters



136 Stryps pyjama, light top outlined in dark piping to match dark trousers; dark sash. By Van Raalte



137 "Bra-vo", Yolande bra-slip for evening, beautifully fitted with a zipper and made with a low back



138 Vanity Fair's "Tite Pantie", tailored to fit beautifully. It comes in three lengths for perfect fit



139 Munsingwear two-piece overblouse tuckstitch pyjama, long sleeves, ski-type trousers; Angora collarette



140 Munsingwear "Foundette", silk and "Lastex" net pantie-girdle, medium-length, Invis-A-Grip garters



141 "Kantun" Berkwist crêpe stockings, three thread, ringless, and —welcome news—they won't run!



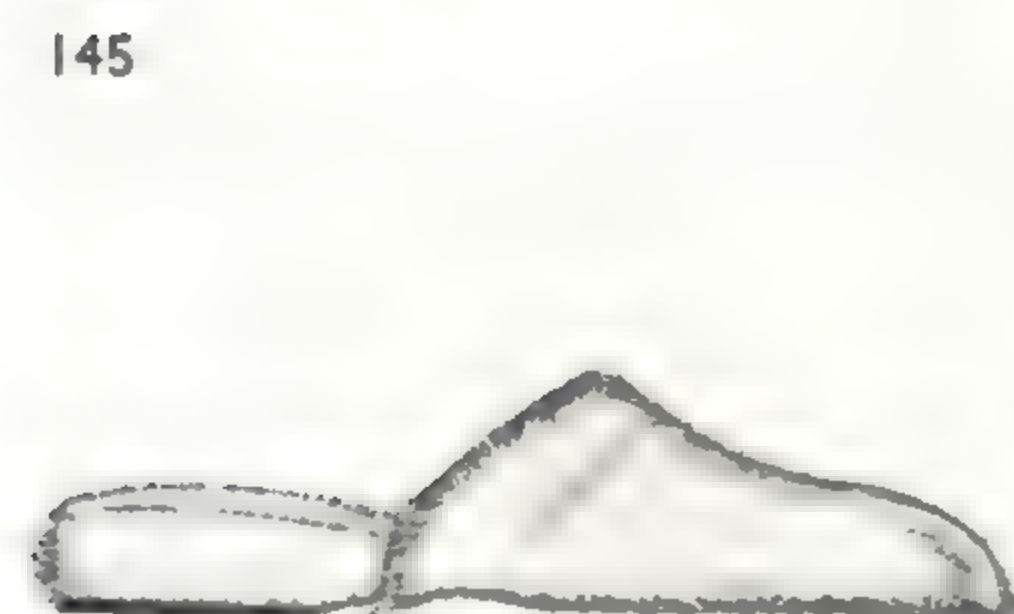
142 Vanity Fair's four-thread "Kneelast" crêpe stockings with patented strain absorber feature



143 Berkwist fine crêpe stockings. They are three-thread, fifty-one gauge, and, of course, are ringless



144 Vanity Fair nightgown cut like an evening dress and laced in back with contrasting coloured ribbons



145 Comfortable all-white bunny scuff, snug and warm to wear when studying or lounging at college



146 Opera Star Pumps in a variety of leathers and fabrics: patent, kid, calf, suede or gabardine



147 Jodhpur type "Millertaire", crushed goatskin or suede, with or without platform sole. I. Miller



148 Daniel Green "Baba" scuff of rayon satin. Colours: royal blue, tea-rose, turquoise, Dubonnet or black



## RESTAURANTS—dining

## DIVAN PARISIEN

17 East 45th St.

Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.

Luncheon and Dinner  
Finest vintage wines, and liquors  
Air Conditioning Vanderbilt 3-7897**JANE DAVIES'**, 145 West 55th St.  
(Closing July 18th) (Reopening Sept. 6th)  
Luncheon Dinner  
55c, 65c, 75c Vintage Wines \$1 and \$1.25**ALEXANDRA RESTAURANT**—8 East 49th Street.  
Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinner—noon to 8:30 P.M. The most talked about dining place in New York.**CRILLON**, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Elaborate cold Buffet—Luncheon \$1—Dinner from \$1.50 in the new Garden Room. London Buffet in the Bar before theatre; all you desire—one dollar.**15 East 52nd HENRI PLaza 3-7130**  
Finest food prepared in the true French manner. Luncheon \$1.50. Dinner from \$1.75. Also à la carte. Famous cocktails from 30c • Parisian cocktail lounge.**THE BLUE BOWL** at 157 EAST 48th ST.  
specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c. Dinner 75c to \$1.25.**KENTUCKY SERVES A MEAL**  
Featuring Suppers from 85c to \$1.25  
Luncheon from 75c—Dinner from \$1.25 to \$1.50  
Elizabeth D. Reynolds, Inc., 15 East 48th St.**MIYAKO—JAPANESE CUISINE**, 310 West 58th St. Columbus 5-0577. Famous original Sukiyaki and Tempura Cuisine. Excellent luncheon and dinner. Open from 12 to 11 P.M.**RESTAURANT MAYAN**, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails and dinner. Luncheon entrées from 60c. Dinner Prix Fixe served in sizzling skillet \$1.50, and à la carte.**GRAND CENTRAL TERMINAL RESTAURANT** and Oyster Bar. Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from \$1.00, à la carte. Delightfully air-conditioned.**ROCKEFELLER PLAZA RESTAURANT**—32 West 50th. Upstairs—the Plaza Room for Breakfast, Luncheon (from 75c). Cocktails, Dinner (from \$1 and Supper. Downstairs—the Old New York Room for Luncheon (from 75c). Cocktails and Dinner (from \$1). Both rooms are interesting, smart and informal.**CAFE LOUIS XIV.** 15 West 49th. Rockefeller Center. New York's distinguished restaurant. Lunch, cocktails, dinner and after the theatre supper. A la carte. Concert ensemble.**CAFE CONTINENTAL**, 10 EAST 52nd STREET  
Cuisine Continental. Liquors and vintage wines. Luncheon \$1.00. Dinner \$2.00. Music by Adler & Taubman. Comfortably air-conditioned. EL. 5-9144.**HAPSBURG HOUSE**—313 E. 55 St.—Novel—Intimate. Dishes reminiscent of the Vienna of Franz Josef. The wine cellar has been called the "best in N. Y." Luncheon, \$1.00, dinner, \$2.00. EL. 5-8493.**RITZ CARLTON**—46th & Madison Avenue  
World-famous Ritz cuisine à la carte. Oak Room or Oval Room for dinner and luncheon. Music in Oval Room. Dressing for dinner optional. PL. 3-4600.

## THE HEARTHSTONE

Garden Grill

154 East 48th Street

Simple, delicious food carefully prepared

Also 102 East 22nd Street

Open Every Day in the Year

**CHAMBORD**: 803 Third Ave. (EL. 5-7180)  
"Paris on Third Ave." Excellent French Provincial cuisine. Novel kitchen behind glass. Cellar for connoisseurs. Lunch from \$1.00. Dinner from \$2.00.**CAVIAR RESTAURANT**—18 East 49th Street.  
"Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines, Luncheon, cocktail hour, dinner. Wickersham 2-2224.**JOSEPH'S**—46 E. 52nd St.  
For many years has applied a continental cuisine to good American taste. Selected wines. Luncheon \$1. Dinner from \$1.50. Also à la carte. Tel. WI. 2-8173.**HAMPSHIRE HOUSE**—150 Central Park South.  
Air-conditioned summer dining room featuring cold buffet, real mint juleps. Prix fixe luncheon and dinner. Also à la carte.**LEONE'S**—since 1906—239 West 48th St. Dine in out-door garden under whispering trees, near gurgling trout stream—catch your own. Unique, attractive—finest food, liquors. Sir Owen R. Jones at piano.**LA MARQUISE**, 28 West 56th Street. Sylvio and Tony trust no one but themselves to put the finishing touches to a dish. Dinner with pleasant music and entertainment \$1.50. CO. 5-9038.**ANDRE**—157 East 72  
French cuisine, fine food, liquors. Lunch from 50c, dinner from \$1.00. Manager was originator of Long-champs.

## RESTAURANTS—with dancing

**LE COQ ROUGE**—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. Always cool and comfortable because it's air-conditioned. Res. PLaza 3-8887.**EL CHICO**, 80 Grove St., Greenwich Village.  
Dine and Dance in the atmosphere of Old Spain. Spanish Revue. Open 6 P.M. to 2:30 A.M. including Sunday. Dinner \$1.50 and \$2.00. Cover after 9:30 P.M. 50c, Saturday \$1.00. Air-Conditioned. CHelsea 2-4645. Listen NBC every week.**LARUE**—45 East 58th Street. VOL. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper—Air conditioned to your comfort—Eddie Davis' orchestra alternating with Joseph Smith's orchestra.

## THE GOURMET'S GUIDE

## BACK TO THE LAND MOVEMENT

We don't believe in it—this theoretical summer hegira of New Yorkers to the country. Although most of our friends vanished several weeks ago leaving us a list of Rye, Dobbs Ferry and Groton Long Point 'phone numbers, we remained skeptical. And the city has borne out our unbelief by remaining amply populated ever since. Even the exodists are making sporadic sallies back to town, now that it's the middle of August.

And if you're one of the summerers in the country, you know the reasons. The train that's bringing your young son (or daughter) back from camp has to be met in Grand Central. The boat that's ferrying your older son (or daughter) home from Europe has to be greeted, with proper parental support through Customs. The children have to be suitably garbed for the opening of school. The apartment has to be redecorated and you want to be sure that the exact shade of paint specified goes on the living-room walls. Or a new apartment has to be found, and the agent's sent you an exhaustive list of possibilities that must be looked into.

Or perhaps (and this is the most agreeable reason of all) you simply *want* to come in town—to see what's going on; to get yourself a few new clothes; to make arrangements for an Indian summer cruise somewhere; possibly to dine with a friend whom you haven't been able to lure to the country weekends.

Perhaps we, who go wanly up and down the pavings in the gasping noonday heat, will be that friend. And we will murmur envious longings for the sustained coolth of your country sojourn. But all the time we will be figuring out how long it's been since we had a julep at our favorite garden restaurant, wondering happily if another might not taste especially good after such a hot day.

## OUT-O'-DOORS

## PAVILLON MARGUERY

47th St. &amp; Park Ave.—Wickersham 2-8494

The only garden in New York where you can lunch and dine al fresco protected from heat and sudden showers. Canopy cooled by unique spray. Garden newly decorated. Entertainment and daily specialties.

**10 W. 55 FRANCES LYNN 52 E. 52**  
Smart clientele, deft service, delicious food.  
For "Pennywise New Yorkers"  
Luncheon 50c, 65c Dinner 75c, \$1.**LITTLE OLD MANSION**—61 E. 52 St. Unusual Food Served in One of New York's Delightful Old Houses. See our old world miniature garden. Luncheon 60c up. Dinner \$1 up. Open Sunday 1 P.M. to 8:30.**24 WEST 55 ST. CAFE & RESTAURANT** (Rockefeller Apartments—just off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Luncheon from 60c; large cocktails from 25c; Dinner from \$1.00. Also à la carte. Delightfully air-conditioned.**JAPANESE GARDEN—RITZ-CARLTON HOTEL**  
46th St. and Madison Ave., New York  
The cool and quiet court between the hotel and Carlton House is gay this month with trees and flowers. The brook is gurgling under the humped-backed bridge. The garden is open every day, Sundays and holidays included, for luncheon, tea, dinner. Dressing for dinner is optional. Most people don't.**PORTOROSE**, 154 W. 13th St. One of New York's best Italian restaurants. Roman Delicacies (in the manner of Lucullus). Other specialties. Open Garden. Wines & Liquors. Luncheon—Dinner. ST. 9-9122.**TAVERN-ON-THE-GREEN**—Central Park W. at 67th St. Luncheon from 85c. Dinner from \$1.35. Minimum after 9 P.M. \$1.00. Dancing on the Terrace to Hughie Barrett's Orchestra. Butterfield 8-3954.


**DINE OUTDOORS**  
under shade trees beside the cooling Prometheus Fountain  
**IN MANHATTAN'S SMARTEST OUTDOOR CAFE**  
No minimum or cover charge at any time  
**PROMENADE LOUIS XIV**  
LOWER PLAZA—ROCKEFELLER CENTER  
49th to 50th Streets

## OUT-O'-DOORS

**CLAREMONT INN** and Outdoor Gardens, Riverside Drive at 124th St. Clyde Lucas and his Orchestra. Dinner and Supper dancing. Luncheon \$1. Tea 50c. Dinner \$1.50. No cover. Minimum after 9:30, \$1. Dinner guests, no minimum. MO. 2-8600.**ST. MORITZ-ON-THE-PARK**, 50 Central Park S.—Dinner and supper dancing in the cool Sky Gardens to Basil Fomeen's music. All-star show. Home of Café de la Paix and Rumpelmayer's.

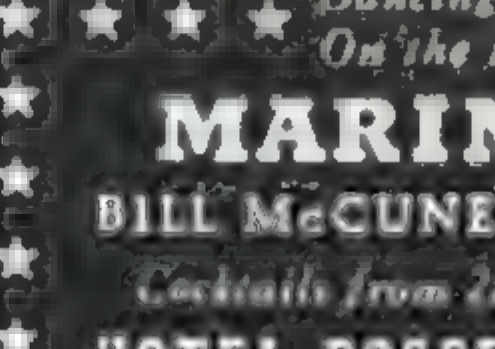
## LOUNGE BARS

**RITZ BARS**—Perfect 'round-the-clock settings for those who like to be calm and cosy in their conversation and imbibings. Women's Bar for women alone or with escorts. Men's Bar for their exclusive use. The charges for drinks which reflect the reasonable food prices and room rates are the same in the bars as in the clublike Oak Room Grill and in the Oval Room. Martinis 35c, Manhattans 40c, Scotch & Soda 45c. Ritz-Carlton Hotel, Madison & 46th, N. Y.**WHALER BAR**, Madison Ave. at 38th St., N. Y. Slip a long, tall cool one while you sail away on the ocean blue . . . aboard the breeze-swept whaler Wanderer . . . all the romance of the briny deep right in the center of New York. Special shoppers' luncheon from 55c.

## NIGHT CLUB

**LEON & EDDIE'S** . . . 33 W. 52 St. . . . N. Y. C. Air cooled. New summer policy. The most amazing cafe value in America. Big Show plus Eddie Davis . . . \$1.50 Dinner . . . continuous dancing.

## FOOD FOR BEAUTY

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In its perennial search for brilliant young college graduates to train for a career in fashion reporting and feature writing, Vogue announces its fourth *Prix de Paris* Contest, open to seniors in accredited colleges and universities throughout the country.

As in the past, there will be two major prizes. The winner of the *first prize* will be awarded at least one full year's employment with Vogue: six months in the New York office, six months in Vogue's Paris office.

A *second prize* of at least six months on Vogue's New York editorial staff will be the award for the runner-up in the contest.

**Other positions for participants  
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Each year, executives of leading stores, manufacturing firms, advertising agencies and newspapers ask to interview outstanding contestants in their respective localities, and each June since the contest started, many girls have won positions at the close of their college careers through their participation in the *Prix de Paris*.

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### Can you answer these questions?

To give you an idea of the type of questions asked in the Prix de Paris quizzes, here are sample questions from last year. They are, of course, not a part of this year's contest, but you might have a try at them just to test yourself.

In what way have the following artists influenced fashions in the current collections as reported in the March 1 and March 15 issues: (a) Winterhalter (b) Toulouse-Lautrec (c) Goya (d) Constantin Guys

In buying a "basic dress" for your winter wardrobe, for what important fashion points would you look? What accessories would you wear with it?

In not more than 100 words, state your opinion of the "Vogue Covers the Town" columns in the December 1 and December 15 issues. In addition, write a similar article of not more than 100 words on a subject suitable for inclusion in these pages.

You need *not* be a Vogue subscriber to enter the contest. Just fill in and mail the coupon at the bottom of this page. Or, if this blank is not available for your use, write us and we'll mail you an entrance blank at once. Remember that this is *your* chance to train for a career in writing, fashions, merchandising or advertising.

## CONTEST RULES

- ① Each entrant must be a member of the graduating class of 1939 in a United States college or university which grants a recognized A.B or B.S. degree.
- ② Each entrant must fill out an entrance blank. These blanks may be mailed immediately, or with the answers to the first quiz, not later than November 20th.
- ③ The contest will consist of two parts: first, a series of five quizzes to be answered by the entrants; second, a thesis (not to exceed 1500 words) on a subject to be selected by Vogue.
- ④ The first quiz of the series, based on the October 1st and 15th issues, will be published in the November 1st and 15th issues. The succeeding quizzes will appear in the issues of December 1st, January 1st, February 1st, and March 1st. Save your copies of Vogue until the end of the contest; you may need them for reference.
- ⑤ Papers will be graded on these points:
  - (a) Clear and vivid writing.
  - (b) Dramatic presentation of ideas.
  - (c) Fashion knowledge derived from a study of Vogue.
  - (d) General information.
- ⑥ Answers to each test must be mailed on or before the 20th of the month in which the test appears. Papers received with insufficient postage will not be accepted.
- ⑦ Entrants will be required to send answers to all five quizzes and write a thesis in order to be eligible for a prize.
- ⑧ Subjects for the thesis will be announced January 1st. Theses must not exceed 1500 words in length and are due on April 20, 1939.
- ⑨ All test papers and theses must be typewritten in double space on one side of the page. The name and college of the contestant must appear on *every* page.
- ⑩ The judges of the contest will be the Editors of Vogue. Their decision will be final.
- ⑪ The winners of the *Prix de Paris* will be announced on or about May 15th, 1939. The girls selected by the Editors, on the basis of test answers, theses and interviews, will join Vogue's staff for the following year.

INQUIRIES AND MATERIAL CONCERNING THIS CONTEST SHOULD BE ADDRESSED TO: VOGUE'S PRIX DE PARIS, 420 LEXINGTON AVENUE, NEW YORK CITY.

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Please enroll my name as an entrant in Vogue's *Prix de Paris* contest.

Name \_\_\_\_\_

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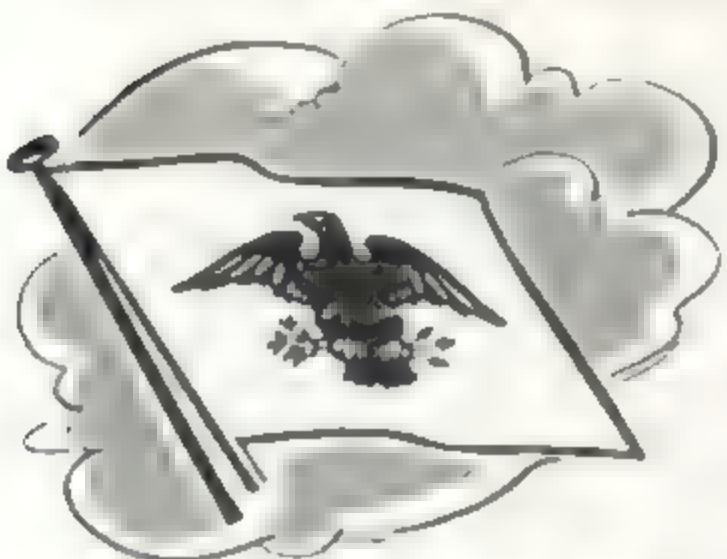
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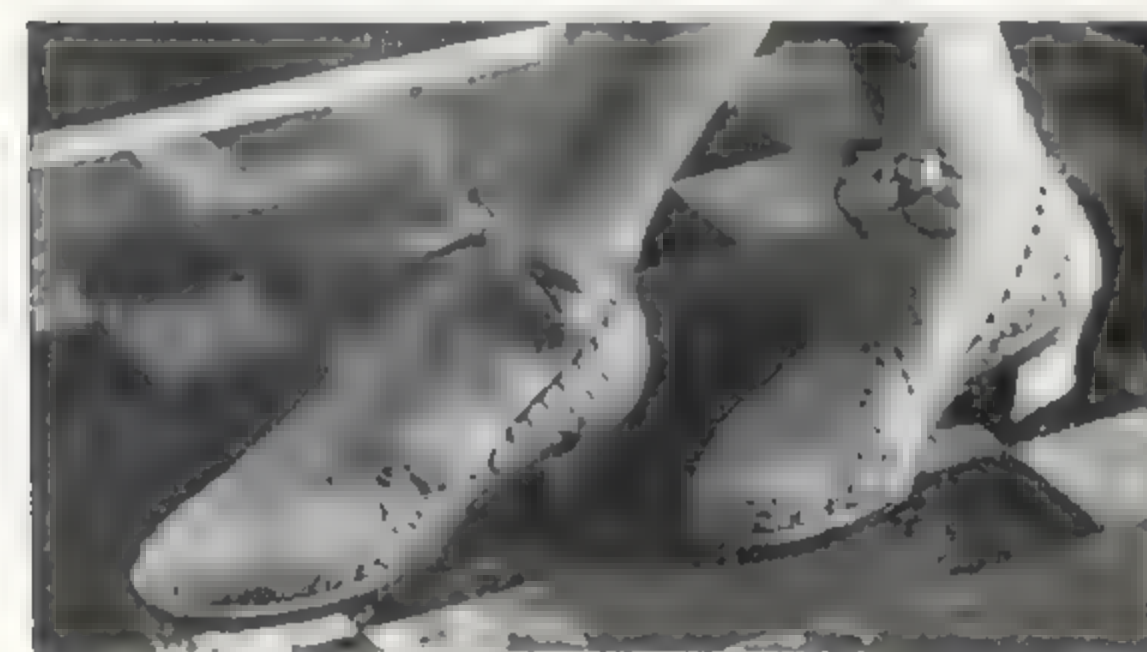
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Of course, you'll go to Hollywood. Whether or not you're impervious to the fabled doings of the screen deities, something will draw you into the orbit. (That's if you're planning to be on the West Coast, or more particularly in Southern California some time soon.) Glance over this résumé of restaurants, then, and arm yourself with solutions to the question that's bound to bob up sooner or later: "Where shall we dine?"

**VENDÔME.** This is Hollywood's nearest approach to the Colony at lunch-time, which means you'd better book your table ahead. Shelves of fine food give the front walls an appetizing décor, and, unlike some of the California restaurants, one can get a good native wine here. The special salad is a meal in itself: of lobster, avocado, tomato, celery, chopped egg, lettuce, and watercress.

**CROSSROADS OF THE WORLD.** Right across the street from the Vendôme is a block of restaurants stretching from Sunset Boulevard to Selma Avenue. In the centre is the Continental Café, its roof all rigged up like a ship's deck. And all around are foreign restaurants—Italian, Mexican, Hungarian—with plenty of outdoor tables for warm weather, and lots of atmosphere for those who want colour.

**LA MAZE.** A quiet, charming, and expensive restaurant with excellent food. One amazement is the prodigal use of cracked ice, of literally thousands of pounds of it a day. Fruit comes to you in an icy tower, and a seafood cocktail nestles in a bowl packed with a great bed of cracked ice. A small band plays in a quiet way for dancing, and, at La Maze, you're apt to find movie stars who have come here to duck their public and enjoy the good food.

**COCK AND BULL.** Only about a year old, this little restaurant, near the Beverly Hills end of the "strip", is very British and very popular. A small buffet holds a few well-chosen dishes such as Yorkshire puddings, curries, and dessert puddings. Supper is served until two in the morning, when tempting eggs and tomatoes on crumpets, rarebits on crumpets, and

onion soup appear. Clark Gable and Carole Lombard are among the Cock and Bull's fond patrons.

**BROWN DERBY.** Even if you've never set foot in Hollywood, you undoubtedly know about the Brown Derby where, for years, celebrities have loved to fraternize. And you may (or may not) know that there are three Derbies: the original one, almost opposite the Ambassador in Los Angeles (prices are slightly lower here than at the other two); the one on Vine Street in Hollywood; and the third, opposite the Beverly-Wilshire Hotel in Beverly Hills. The food at all three is excellent.

**LITTLE HUNGARY.** A smallish restaurant with just enough, but not too much, gipsy atmosphere. Willy Pogany has shown great restraint and taste in his decorations, and a few musicians put you in a sentimental mood with old zigeuner sob songs and waltzes from *Wien*. The food is good, and there's an interesting list of Hungarian wines.

**VICTOR HUGO.** Still Hollywood's most luxurious place to dine; that is, if you want to dance at the same time. Still commendable as to food, if you order wisely; as, for example, smoked salmon wrapped around fresh caviar and served with black bread, lime and pepper mill, chicken breast and Virginia ham under glass, and *café diable* that will keep you lively as a lark until dawn.

**TROCADERO.** No visit to Hollywood is a *fait accompli* without at least one look-in at the Troc. This haunt of celebrities and would-be celebrities is at its best on Sunday nights, when there's always a frantic scramble to reserve tables ahead. You'll probably find the downstairs bar much more genial than the grander room above.

**PHIL SELZNICK'S.** Almost next to the Troc, Phil Selznick's night club is attracting the carriage trade and luring star entertainers to its doors.

**CLOVER CLUB.** Hollywood's El Morocco is probably the Clover Club, which really is a club, and therefore limited to members, or at least guests presenting membership cards. Even if you don't care to gamble yourself, it's exciting to watch the fortunes wax and wane over the gaming-tables.





# SOUTHERN CALIFORNIA



**VILLA NOVA.** Out Beverly Hills way is a friendly little Latin restaurant where a huge fire crackles on cool nights. Order a bottle of Orvieto and have your pet entrée cooked to order.

**LUCEY'S.** Another Italian restaurant, but this time in Hollywood near the Paramount studio. Lucey's is an especially good place for a tête-à-tête as it's honey-combed with little booths and nooks.

**DAVE CHASEN'S.** This is "Twenty-one in Beverly Hills", for the faces you see here are about the same as those you'll find in Jack and Charlie's. Writers like Moss Hart, Kaufman, and Russel Crouse are especially partial to it, and back of everything is the hand of Harold Ross (New Yorker), co-operating with Joe Cook's former stooge (Dave Chasen). Dave scours the country for fine viands, commandeers a daily supply of steak from New York by plane, trout from the mountain streams of Colorado, spare ribs from Oklahoma, and cracked crabs from San Francisco.

**BEACHCOMBER.** Never were props used to better advantage than in this South Sea retreat. Bamboo walls, lacy pieces of coral lighted indirectly, exotic plants, even rain falling on the roof, all help to put you in a languid, *laissez-faire* mood. The Beachcomber's Oriental food is the best in Hollywood; its drink list, the longest, most exotic, and most adventuresome. (There's a limit of two on one of the bartender's drinks.) Lush music plays while waiters in sarongs serve you silently.



**PERRINO'S.** The fine, dependable cuisine offers you wide latitude if you don't care for Italian dishes. The cold lunch plate, which you assemble from an interesting collection of dishes wheeled up to your table, is just what you want on a hot day. Perrino's, incidentally, is no exception to the Hollywood fetish for restaurant telephones. It's nothing to look around and find half the guests conversing busily over 'phones connected by their tables. Starting with *prosciutto con melone*, you can make calls right through to the *Zabaglione*.

**ASSISTANCE LEAGUE.** Operated by Mrs. Hancock Banning, the Assistance League is run for charity, with volunteer waitresses, including movie

stars and Junior League girls. Patrons are those who come from nearby studios, fans who come to watch their idols "at ease", and people from Los Angeles, Pasadena, and Beverly Hills.

**MISCELLANEOUS.** Two places recommended for he-man appetites are THE HOUSE OF MURPHY and OTTO'S, steak and chop houses on the order of Lindy's or Gallagher's in New York. BALI is an exotic boîte on the "strip", used mostly as a late-evening rendezvous. You might try A BIT OF SWEDEN when you feel capable of coping with an array of *smörgåsbord*. At Clara Bow's IT CAFÉ and Maxie Rosenbloom's bistro, you can see how celebrities perform as restaurateurs. And, naturally, you'll savour the intra-mural charms of your hotel, which may be the Roosevelt, Beverly-Wilshire, Biltmore, or Ambassador. They all have their special restaurants and famous dance bands.

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**TAIX.** Without atmosphere, without decoration, this bourgeois French restaurant concentrates on its food and wine, and has a good Gallic table d'hôte.

**OLIVERA STREET.** If there's even a drop of tourist in you, this recently tidied street in the Mexican colony belongs on your schedule. It's violently atmospheric; and it's still fun to wander into the various bistros for a glass of wine, while troubadours serenade you. LA COLONDRINA is typically Mexican, with floor shows 'way down in an ancient wine cellar, and lots of local colour.

**CHINATOWN.** The only place in Chinatown about which any two people agree is JERRY'S JOYNT. You enter through a dark and frightening alley, wend your way through a passage, and come upon the gorgeousness of the famous jade bar. It's all very dramatic, and great fun. For dining, there's the GREEN DRAGON, or the GREAT EAST. The latter is very small, and usually has people waiting. Ask to consult "Howard" when you order, and you're almost sure to get something rather special.

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College girl, new type! Poised, assured, carefully groomed, off to a dance in a Kalmour dress of Celanese taffeta. (About \$35 at Best.) Toni Frissell photograph



# Winning Serves—



Try this scintillating overture to a light luncheon on the terrace: Add just a touch of lemon juice to Heinz Tomato Juice and sprinkle with chopped chives for extra piquancy!

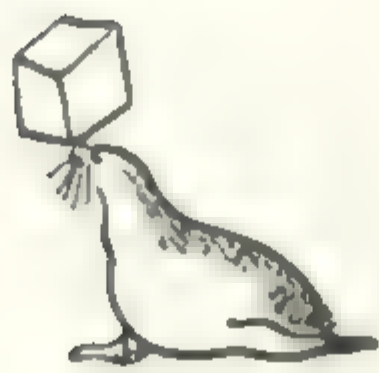
HAVING defeated the gentleman with her backhand, a truly *forehanded* young lady quenches his thirst and quells his resentment with a frosty-cold glass of Heinz Tomato Juice! This champion of Nature's beverages is as cooling and invigorating as a refreshing dip on an August morning. For it's the pure, exhilarating essence of those illustrious "aristocrat" tomatoes Heinz rears from pedigreed seedlings and presses right at the pinnacle of their firm, lush ripeness. Serve Heinz vine-fresh Tomato Juice frequently this summer. It's such a popular warm-weather drink you'll have a deuce of a time keeping plenty of it on ice!



This Frozen Tomato Juice Cocktail takes high honors at the bridge table! To one pint of Heinz Tomato Juice add 1 tablespoon grated onion, 4 stalks celery, grated,  $\frac{1}{4}$  teaspoon salt, and 2 teaspoons sugar. Let stand 15 minutes. Strain. Partially freeze. Serve in colorful glass tomatoes with short red sippers.







Do, if your mind is on fur coats, see the new animal act being performed by furs on pages 90 to 93. In this nimble feat, fur coats are trained to have a silhouette as square as a die.



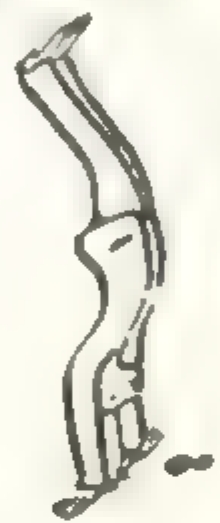
Do further your acquaintance with that immigrant to America, the Austrian dirndl. It has settled down to stay, and it's rearing a whole family of new charmers—several appear on pages 121-5.



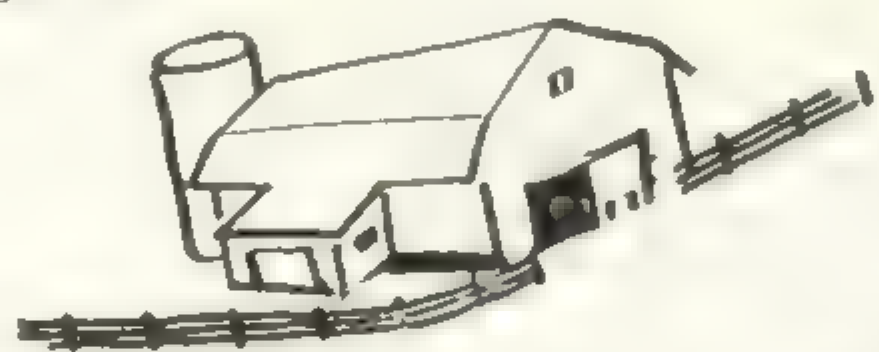
Do, if you're a college girl, crib from Eton public school boys the mile-long scarf that's a badge of that institution. We've coaxed an American manufacturer into making them—eight-foot long ones (pages 101 and 102), or we'll tell you how to knit one yourself.



Do try that satisfying new combination—teal spiced with mustard. No, it's not an epicure's dish, but a feast for the eyes. The green-blue shade called teal teamed with mustard. Sample on page 116.



Do read pages 94 and 95 if you want to know how some people amuse guests without standing on their heads. (Their own heads.) Look in on tricks that bring honest laughs in the parlours of the world.



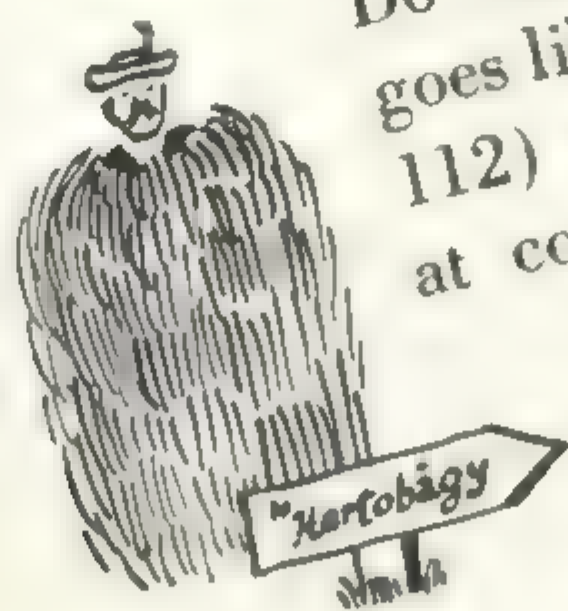
Do remember the shade of the red barn on your farm when you're looking for your new autumn tweeds. It's a red that's creating a stir.



Do, instead of going bareheaded on campus, pull on a Neapolitan stocking cap—a giddily-striped, tasselled, foot-long cap like the one on page 100. Sailors around Naples wore them first, Cannes and Bermuda took them up, now they're headed for institutions of learning.



Do, if you're a teacher rather than a student, go back to school in the beautiful beige tweed coat or black and green suit on page 82. Or the black wool dress with a velvet cardigan, or braid-bound black suit, on pages 92-3. And do read, on page 96, the sly appraisal of undergraduates by one of your colleagues, Professor Morris Bishop.



Do learn to pronounce the tongue-twisting word "Hortobágy." It goes like this—Hor-to-báa-ghee. It's the Wild West of Hungary (page 112) where you'll want to go this autumn to shoot or just to look at cowboys who camp out in haystack-size fleeces like this one.

Vogue's eye view of  
Furs, Fabrics,  
Fashions for College





Rural autumn —  
the new red-barn shade  
worn with a plum hat.  
Coat, draw-string jacket  
and plaid skirt  
of Irish tweed.  
Bonwit Teller,  
J. Magnin, California



# The Woman in Tweeds

**Y**OU'D hardly call her the "horsey" type. She shoots a little, golfs a little, goes occasionally to hunt meets and field trials, but she spends as much time in town as in the country. Yet she literally lives in tweeds. She puts her all into two things: evening clothes and tweeds. And she's better dressed than ninety-nine women out of a hundred. On half the money people think she spends, too.

She swears by tweeds because she likes to look casual—not "dressy" and pretentious. And because they are wonderful for her lithe and lean-hipped figure. She wears tweeds anywhere, anytime. She drops in for six o'clock drinks in tweeds that are the despair of the room. She goes out at night in a long sage-green tweed coat with revers gallooned with gold. She sits around the house evenings, in brilliant little tweed jackets atop her slacks.

She collects tweeds like a zealot. Her clothes closet has the faint whiff of the Highland moors. She never throws her old ones away. One raspberry tweed jacket she owns is seven years old. She pooh-poohs the idea that tweeds aren't feminine and alluring. Nothing, she says, do men understand and appreciate as much as tweeds. But by tweeds, she doesn't necessarily mean the stalwart pepper-and-salt specimens worn by men with airedales at their heels. Some of her tweeds are so zephyr light, so adapted to steam-heated America, so fine and sheer you'd have to look close to perceive that they are tweeds.

She has learned the art of wearing tweeds to perfection. Not as conservative as the English. Not as wilful as the French. Neither too dressed down nor too dressed up. In town, she wears extreme (not pretty) hats; at race meets she's apt to go bareheaded, with her mink coat tossed over a plum tweed suit. Often her jackets don't match her skirts. She juggles them around, ad infinitum. Some skirts are cut high, so she can wear short, hand-knit sweaters. Her shirts are exquisitely tailored and usually initialled. Invariably, she leaves the upper three buttons unbuttoned and tucks a scarf in the gap. On her wrists are masses of huge gold bracelets. A chatelaine sometimes hangs from her belt. Her bags are big and bright—perhaps a great red or green alligator satchel or a huge saddle-stitched calf. Her shoes often have platform soles.

This autumn...she will undoubtedly want that new square look in her tweeds—squarer shoulders, squarer backs. And she'll certainly try the new innuendoes in colour, rather than more obvious contrasts. Perhaps that strange new red, as in the outfit opposite, linked with plum accessories. Perhaps an avocado-green suit or a plum coloured one to wear under a heavenly coat of long-haired guanaco. Or a mulberry tweed jacket over a sage-green skirt. Or a taupe jacket with pistache-green and candy-pink stripes.

She may want a new plaid country coat—such an unexpected one as a plum-and-blue plaid coat over a plum dress. Or a peacock-and-grey plaid over a grey wool dress. Or a new town coat of plum tweed, with a front as full as a dirndl. Or a windbreaker of black and green checks, held snugly at the waist with elastic; worn over a black duvetine skirt. And for dinner, she'll surely want this marvelous new inconsistency: a dull little black tweed jacket nipped tight above a great dirndl skirt of gleaming gold lamé.





Tweed ensemble —  
black coat with revers  
in yellow-green and  
black stripes, black jacket  
and striped skirt.  
Bergdorf Goodman

Superb beige tweed great-coat. |  
See the square back and square  
shoulders in small sketches.  
Descat's plaid felt hat.  
All from Bonwit Teller





Avocado-green tweed coat.  
Brown calf yoke and belt.  
Again - that important  
bloused look.  
Jay-thorpe

New belted and bloused coat  
shown from four angles.  
Nutria top; sand tweed skirt.  
Bonwit Teller;  
J. Maguin, California





IN THE GARDENS OF THE CERCLE INTERALLIÉ—A CHARITY BALL SPONSORED BY MADAME JACQUES BALSAN

SCHALL

# *Paris Entertains*



WHETHER for love or charity, the French put their hearts into giving balls this season. The state visit of the King and Queen of England spurred them on. The influx of visiting foreigners helped. Even the French weather cooperated. There was the "White Ball" given by Monsieur and Madame Mathis on the excuse of their twenty-fifth anniversary... the gardens a shimmer of light, the guests all in white. You see in the snap-shot below Mademoiselle Eve Curie in a fragile dress of white metal gauze and organdie by Vera Borea: Princesse Jean Poniatowski in Schiaparelli's white crêpe.

There was the "Bal des Bluets," a blue ball organized for charity by Madame Raymond Patenôtre. In the photograph below, the woman with the five diamond stars in her brushed-up hair is the Baroness Philippe de Rothschild. Next to her is the Marquise de Montesquiou-Fezensac. Dancing in the foreground, Madame Besançon de Wagner.

There was the charity ball given by Madame Jacques Balsan in the gardens of the Cercle Interallié (opposite page). And the most enchanting ball of all—Lady Mendl's "Fête at Versailles"—about which more is on the four following pages.



(LEFT) Mlle. EVE CURIE, PRINCESSE JEAN PONIATOWSKI



THE "BAL DES BLUETS" AT THE AMBASSADEURS



THE "WHITE BALL" IN MADAME MATHIS' GARDEN





SCHALL



LIGHTING TURNED NIGHT INTO DAY IN THE GARDENS



AN OUTDOOR BAR BUILT AROUND A TREE AND UNDER AN UMBRELLA





DANCE PAVILION BUILT FOR THE BALL—PLASTER TREES AND AN "INNER SPRING" FLOOR IMPORTED FROM ENGLAND

## *Décor for Lady Mendl's Fête at Versailles*

Here is the setting for the brilliant ball  
given by Lady Mendl on July 2.  
Pictures of the guests and circus on next pages





A BICYCLE ACT ON THE HIGH TIGHT-ROPE



DANCING IN THE SPECIALLY BUILT PAVILION



ANOTHER CIRCUS ACT—PINK SATIN-CLAD ACROBATS HURLING INTO PYRAMIDS



Below—some of the guests watching the stunts in the circus ring. From left to right: the Marquise de Polignac; Mrs. James Donahue; Mrs. Douglas Fairbanks with her husband standing behind her; Miss Elsa Maxwell; sitting on the cushion, Madame Marie Louise Bousquet; and directly behind her, Christian Bérard



LADY MENDEL AND THE PONY TRAINER



# *Fête at Versailles*

"THE most beautiful ball Paris has seen in ages." "It's pre-War."  
 "It's pure Boni de Castellane." Thus applauded Paris the night of Lady Mendl's superb ball at her place in Versailles, "La Villa Trianon."

To youngsters, Boni de Castellane may be only a vague name—that famous party-giver who one summer night long ago looked at the soft summer moonlight and promptly sent his footmen hurrying over Paris with invitations to dance in his garden...and come in white. It was not just a party—it was a long-remembered event.

This was the party tradition in which Lady Mendl was schooled; and how well she carries on the tradition was proved by her party the night of July 2...with its enchanting setting, illuminated gardens, satin-clad circus acrobats, trained ponies, three orchestras, specially built dance pavilion, and a composition dance floor inlaid with tiny springs on which you practically floated. (Continued on page 165)



SIR GEORGE CLERK, LADY MENDEL, AND SIR CHARLES MENDEL







DEPEND upon it, you'll see that Square Look—generally contrasted with slim lines—everywhere this autumn. Right-angle shoulders. Plumb-lines in coats and jackets, taking such form as these: In the daytime, square-shouldered suit jackets. Short fur jackets of Persian lamb, nutria, or fox—they make your waist look sapling-slim, and dwindle your hips.

Loose, straight-hanging, unfurred top-coats. Full-length fur coats with grenadier shoulders and an easy straightness.

(You'll see one on the next page.) Square fur collars on top-coats. Square yokes on day dresses—often these are completely pleated. Square neck-lines. In the evening, embroidered or beaded dinner jackets—squared-off, of course—so brief that they're a matter of inches. Square pleated jackets over columnar black dresses. Spectacular, bulky evening jackets like the one opposite.

- Below: That square look in a short mink jacket that you'd wear day or evening. It ties in front with a brown satin draw-string. B. Weinstein. Black felt pill-box with a red feather crown; Gladys and Belle.

- Opposite: That square look in a hip-length jacket of Fromm silver fox. The sleeves are three-quarters length and there's a small childish collar. It's worn over a slim grey crêpe evening dress sparsely sprinkled with paillettes. Both are from Milgrim



HIRSCH



# SQUARE CUT







HIRSCH



1. Squares in your fabric now—a bias checked wool dress. Bergdorf Goodman
2. Square and short nutria jacket over a slender grey wool dress. Gervais
3. Square and straight jacket—black Persian lamb stripes are applied over startling tomato-red wool. Under it, a slim black dress. Henri Bendel
4. Square shoulders for a new longer jacket of black wool, trimmed with black braid. Fromm fox stole. Feathered tricorn. Saks-Fifth Avenue
5. Square-cut jacket of blue wool—with black Persian lamb revers. (Blue and black together look new.) Black wool dress with blue inserts. Milgrim
6. Square black velvet cardigan corded with wool, slipped on over a straight black wool dress. (You can put it on and wear it this minute.) Russeks
7. Square and long and magnificent—this full-length mink coat that hangs straight to your hem. Maria Guy rolled fedora. From Saks-Fifth Avenue





SCHALL

HENRI SAUGET, FRENCH COMPOSER, BECOMES AN OLD MARQUISE

KARGER



LILY PONS DOES APACHES WITH MELCHIOR OR KOSTELANETZ

KARGER



ESMÉ O'BRIEN PLAYS HER ACCORDION, DOES THE "SCHUPLATTL"

## Parlour Trickers

PARLOUR tricks, which Webster calls pranks or artifices performed in the best room, reveal, when given an international once-over that: The English do imitations after dinner; the French do monologues; the Americans do anything; the Italians do nothing.

With two chairs for equipment, Mr. Archibald Roosevelt imitates a 1929 Ford breaking down in zero weather. The Honourable Maurice Baring, English novelist and poet, sets fire to his hair because he can't think of anything to say to his dinner guests. The Alsop brothers, Stewart and John, act out a Russian family being gobbled up by wolves while riding in a sled, and Alexander Brailowsky just pretends he's Donald Duck.

Ernest Schelling rolls an orange up and down the piano keys and calls it modern music. Mrs. Charles Lawrence imitates Eleonora Sears, prodigious walker from Boston, and her husband gives impressions of a French vaudeville singer. John Baragwanath does complicated parlour magic, proving that the quickness of his hand never deceives the eye. And Frank Chapman is sometimes impelled to dive over things.

Lord Baldwin's youngest son imitates his father addressing a banquet, talks for fifteen minutes, says absolutely nothing. The Ward twins of London (Edward and George—both six feet two) mimic Shirley Temple dancing and singing "On the Good Ship Lollipop." Adelaide and Katharine Weld of New York, also twins, do a dialogue of their family's two old Irish maids discussing the love-life of the Weld twins.

Paul Chavchavadze, with a sad little song about lost love and freezly birches, imitates a Russian singing in English. A great Argentine polo player chews up cocktail glasses. Michel de Brunhoff, Editor of French Vogue, acts old-fashioned film scenarios with impassioned pre-talkie gestures. Deems Taylor borrows three hats and gives a play with acrobatic interludes. Edward Warburg amuses children under twenty-eight by playing elephant, a coat over his head, a sleeve for the trunk. For more parlour prankery, turn to page 169.



ELISOFON

MARC CONNELLY PORTRAYS CLEOPATRA, STUNG BY AN ASP





KARGER

CHARLES HANSON TOWNE, WITH A BELL, A LACE SHAWL AND WRAPPER DOES HIS FAMOUS QUEEN VICTORIA IMPERSONATION



# The professor talks back— Morris Bishop of Cornell dissects the undergraduate mind

SOMETIMES the teacher is granted one of those moments of mystical understanding wherein his soul journeys as far as the ceiling of his classroom, and thence contemplates his body *sub specie æternitatis*, with the camera-angle of eternity. He watches his hand writing on the black-board names that are hard to spell. He listens to his own thin voice proclaiming: "a document of the utmost importance was . . . whatever it was." He observes the forward quarter of the class eagerly noting what sounds like an examination question of the utmost importance, while the rear three-quarters fix upon his body that bright stare, from the eyeball outwards, behind which their minds are happily busied with their own concerns. And as the professorial voice proceeds, the professorial soul looks down on the long succession of other classes in this classroom, on other figures, prim or sprawling, in these comfortless seats.

He sees again the shirt-waist period, when all the girls were horizontally divided in halves. And a curious flat-chested epoch, when the ranks conveyed a vague and troubling sense of loss. There was a year when knee-caps peeped shyly forth like crocuses. Another when blood-red finger-tips flickered before his eyes, like a touch of liver. And again, the gloomy classroom seemed to be occupied by smiling scarlet lips, murmuring, with an air of mockery, the woes of Rousseau, or Bossuet's Funeral Orations.

The professorial soul rejoins its body, and is aware of a row of scrubby white flat-heeled shoes, surmounted by lengths of red sock, out of which rise redder legs, quivering and goose-fleshed with the cold.

We are more observant than you would think. One of my colleagues agitated the Faculty Club by his question as to why, in his eight o'clock class, the girls seemed to have such a gleaming look about the eyes. As none of the Faculty Club's rather fantastic suggestions satisfied him, he dropped temporarily his studies of Shelley's symbolism and applied his research technique to the new problem. He reported, at length, that the unearthly shine is cold-cream, endued upon the face in the late evening hours and not removed between 7:50 A.M., when the chimes begin their waking alarum, and 8 A.M., when the chimes cease and education begins. The Faculty Club was sobered to learn that the modern girl does not wash her face.

We are conscious, I hope, of these purely local and superficial phenomena, and of the constancy that underlies all variation. The individuals change remarkably in four college years, but the changes are constant and subject to law. Freshmen enter, clumsy and puppy-like, and are gradually metamorphosed by the influence of older girls. They become serene and self-possessed. Their girlish wardrobes, mother-chosen, disappear, and are replaced by slouchy tweeds, sweaters with rolled-up sleeves, peasant kerchiefs. The hair-do and face-do change in subtle ways beyond my description. The professor seldom recognizes a freshman who disappears from his class for a year and presents herself, a junior, with a new personality.

The spirit changes as well as the flesh. The new personality often disturbs parents, meeting their daughters only at long intervals, at the migration periods. The parents are inclined to (Continued on page 157)

On the opposite page, introducing fittingly the portfolio for college girls that follows, is a portrait by the young American artist, Miss Ione Robinson—a personification, if you like, of all American youth. Or simply a modern canvas that's good to look at, left scot-free of any interpretation whatsoever





On the next 14 pages —  
Vogue's 1938 College Clothes







# A new look at college

That's what you'll want this year—  
and that's what the clothes  
on these 14 pages give you.  
Seniors in 168 colleges helped Vogue choose them.  
Shops in 113 cities have them.

ALL colour and noise—the opening day of college. Green grass, green ivy, red brick, blue sky, golden elms. Shouts and laughs and a rattle of talk from upper-classmen, reunited. Cars stopping and starting and stopping again. Streams of bright sweaters and jackets pouring along the campus walks. Lamps and cushions being lugged around by dutiful fathers. Trunks being lugged around by overalled expressmen. And somewhere in the picture, you.

You're a college girl now, and you're going to find out things. You'll come to realize that a new type of college girl is evolving—and you'll be one. It's contagious. You'll be more poised, self-assured. (Maybe it's because the sheltered life is becoming less sheltered, allowing more of the world to seep in.) You'll know where you're going and what you want—and you'll know that your clothes will have a great deal to do with getting it! You'll learn, too, if you don't already realize it, that the "college girl tradition," the old mould about college clothes is broken.

On campus, we predict that you'll use more imagination even while you conform. You'll vary the perennial classics with a dirndl or a Norfolk jacket or a giddy accessory all your own. The lone wolf is creeping in among the sheep. (More about this on the next two pages.)

Off campus, you'll want to look like a *soignée* young woman of the world with no suspicion of brick-and-ivy about you. Your hair will be a coiffure, not a bush. (And prettier for it.) Your makeup will be more like a work of art than a paint job. Your clothes will look planned, not accidental. The old idea that "my Brooks' sweater and tweed skirt are good enough for the Waldorf" has vanished; it's no longer amusing to wear your college tweeds defiantly to town as obviously as if you had a pennant on your chest.

This year, as usual, we quizzed Vogue's Prix de Paris contestants—700 college seniors in 168 United States colleges—quizzed them to find out what they had learned about clothes in their four years of college. We asked them about the types of things they'd need and what they thought the average college girl should pay for them. We asked them what they'd wear on campus and off campus—for week-end visiting, for "little fraternity dances," for the "big dance" of the year. All this first-hand information from Those Who Know has been sifted and arranged, analysed and compared, and on these 14 pages are the fruits of this advice. These are the clothes that "the old girls" say you need, at prices that they feel you'll want to pay. And these are the clothes that Vogue's editors know will give you the extra something that this year's college girl will want. These are the clothes that are part and parcel of, and background for, "the new look at college." What's more, you can find a good representative selection either in your home town or a shop nearby—there's a list on pages 162-163.

If you want some new ideas about colour, look at the campus combinations on pages 104 and 105—Vogue editors worked them out with the new-style college girl in mind. This year there will be louder bursts of colour than ever, on campus—bright purples, clear reds, true blues. (Continued on page 158)

Opposite: College girl into cosmopolite—in this week-end suit of black Hockanum wool. The boxy jacket is new, the size of the Trifari clip is new—and so is the sophisticated little pill-box of black felt and velvet, crowned with a tuft of blue ostrich. Suit, hat and clip, together about \$48; find them at Saks-Fifth Avenue





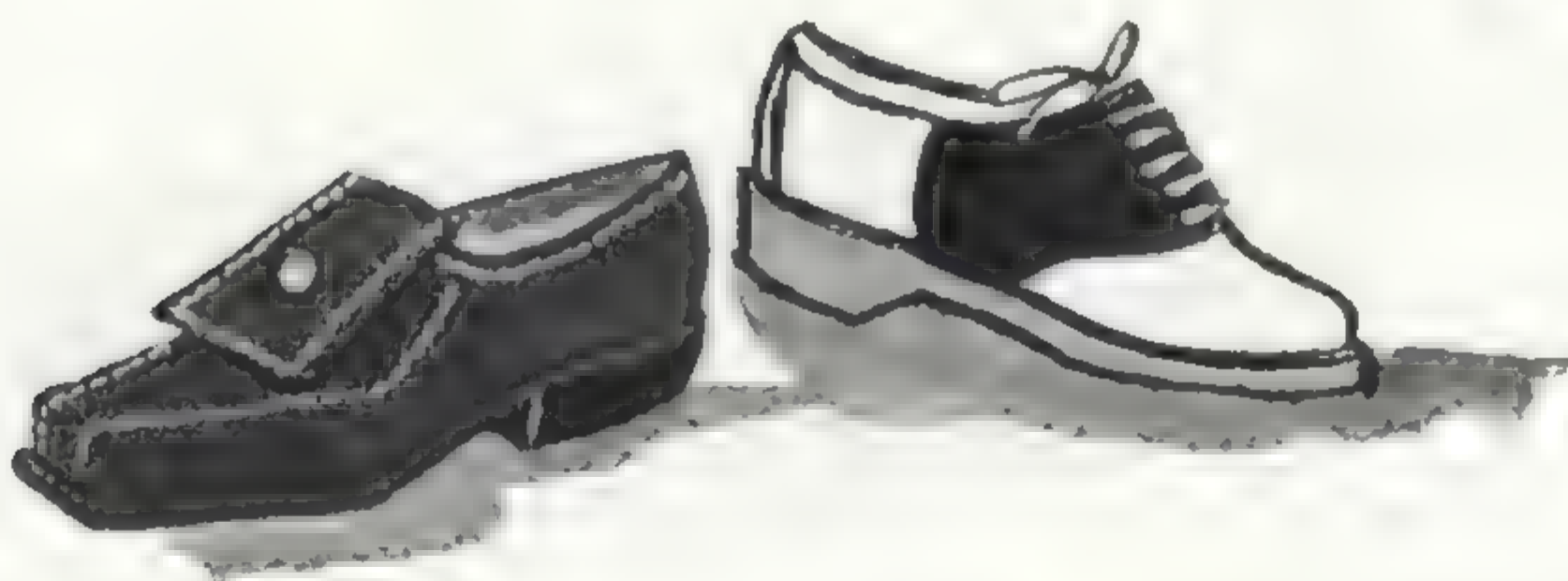
## Follow the leader— or play lone wolf

College gates swing open—to liberals and conservatives. If you're a conservative, choose the classics, sketched at the right in each group. Or if you're a liberal and want to do some pace-setting, stir up the campus with new versions of old favourites, at left in each group.

**PLAYING LONE WOLF:** the hooded, brass-buttoned box-coat of blue wool chinchilla. About \$30; Lord and Taylor  
**FOLLOWING THE LEADER:** the classic top-coat of natural Stroock's wool. Peck and Peck



**UNEXPECTED:** a ribbon bow tied George Washington fashion at your nape.  
**EXPECTED:** a little-girl bow.



**INDIVIDUALIST:** the thickset peasant shoe of bright Morocco leather designed by Lanz of Salzburg for Arnold Authentic. Around \$13  
**CONFORMIST:** the brown and white saddle Oxford. Less than \$7; Macy's



**NEW LOVE:** a stocking cap like the ones Neapolitan sailors wear, dizzily striped. Bradley makes it. Around \$1.50; Lord and Taylor  
**OLD LOVE:** the always-right riding hat of brown felt, shoved carelessly back off your brow. It costs about \$5. From Knox

**LIBERAL:** a full dirndl skirt of nubby mustard wool. (It has a fly-front.) Under \$9  
**CONSERVATIVE:** the grey flannel skirt, front-buttoning. Under \$7; both Franklin Simon







**ORIGINAL:** the Norfolk jacket of bright red or green fleecy tweed. Under \$15; Franklin Simon

**TRADITIONAL:** the man-tailored checked tweed jacket in shades of brown or rust. Around \$11; Franklin Simon



**PIONEER:** yards and yards (well, eight feet anyhow) of a bright red Eton scarf you knit yourself. Instructions and yarn at Sara Hadley  
**VETERAN:** the year in, year out peasant scarf tied under your chin. This is a Glendser Paisley one.

Approximately \$2; John Wanamaker



**UNCONVENTIONAL:** a hammered gold locket and chain (borrowed from your grandmother's jewel box)

**CONVENTIONAL:** the little string of pearl beads



**THIS YEAR:** a blinding-bright Fair Isles sweater (the kind the Prince of Wales used to wear with knickers). Under \$11

**EVERY YEAR:** a classic slip-over sweater, by Shepherd, in any colour your heart desires. Around \$8; from Franklin Simon



**TRAIL-BLAZER:** a jersey dirndl with a shirt top, for your best-beloved campus dress. It's around \$23 at Bonwit Teller

**BEATEN PATH:** the classic shirt-waist made of spun rayon hop-sacking. Less than \$20; Grace Ashley





## Campus requisites



- Above: Just as necessary as the bicycle and sun-glasses—this blue rabbit's wool blouse worn outside a straight skirt. About \$23; Milgrim
- Second: This is the eight-foot scarf that Eton boys wear—copied by Bradley and yours for less than \$4. It's shown winding around the neck of a tweed jacket, of green, brown, and russet check; around \$23. With them, a pleated russet tweed skirt; about \$9. All three at Bonwit Teller
- Third: A peasant-minded plaid jacket, of two-toned blue quilted wool, and a blue jersey dirndl skirt. Together they cost about \$17. Altman
- Fourth: A red and navy-blue Glen plaid shirt-waist dress, with all the virtues of its kind. Notice the new set-in waist-band. About \$23; Altman
- Fifth: Both these coats are four-year investments—and pretty phenomenal values. First, a Balmacaan of green Stroock woollen; about \$35. The other a really warm reversible coat of cotton gabardine and blanket plaid wool; under \$20. Her dress is of jersey; about \$23. All, Saks-Fifth Ave.
- Opposite: A new look—1938—to the classic cardigan over a classic shirt-waist dress. Both are of smooth cashmere jersey—the cardigan is shorter, has bias sleeves. Try other colour combinations, too. Both made by McMullen. Together they cost less than \$30 at Bonwit Teller
- Shops in other cities have these clothes. See pages 162 and 163

TONI FRISSELL









B: o l i n





## YOUR COLLEGE COLOURS

1. Aquamarine-and-wine blazer and skirt of wool twill—together they cost less than \$15. Both at Saks-Fifth Avenue
2. A green-and-red plaid jacket (around \$11) is bright above a grey flannel skirt (approximately \$7). Find these at Best
3. Gold suède jerkin—about \$6; striped and pleated tweed skirt—under \$9; flannel shirt—around \$7. Franklin Simon
4. Purple jersey cardigan—played up with a blue slip-over. Each around \$4. Jersey skirt full of pleats; about \$9. Altman
5. Bright as a signal fire, this cashmere jersey dress—a new grown-up version of the dirndl. Yours for about \$23. From Best
6. Royal-blue, the man-tailored slacks of zephyr tweed; red-and-white, the flannel shirt. Each about \$7; Best
7. A black-and-wine cardigan, with a flash of white piqué at the neck, tops a knitted skirt. By Lampl. About \$16; Macy's
8. Blue-and-brown mix in the plaid of this wool dress, bound and buttoned with blue leather. About \$30; Bonwit Teller
9. Dark green with wine—a velveteen jumper skirt (under \$11); a tie-silk blouse (less than \$8). Lord and Taylor
10. Copper-coloured dress of Stroock's wool, perfect for classes or casual dates. Take it along for about \$23. Altman
11. New colour team—the sweater is wine and less than \$3; the skirt, of Stroock's wool, is olive-green; about \$8. Wanamaker
12. Suit of wine-red Botany flannel—the lined jacket and tailoring phenomenal at less than \$20. Lord and Taylor
13. "British Warmer"—a natural fleece top-coat, with Scotch plaid lining. About \$23. With it, a plaid pleated skirt, a brilliant Shepherd sweater, each under \$8. All from Franklin Simon
14. Du Pont Rayon shirt-dress; wood studs. About \$20; Altman
15. Peacock-blue gabardine for this Balmacaan rain-coat. About \$9. Crew cap; about \$3. At Lord and Taylor
16. Plaid with plain—a lively yellow-and-green skirt (around \$8); a maize sweater (under \$5). Both from Bonwit Teller
17. Brown-and-green sweat-shirt dress by Bradley, with knitted cashmere top; hop-sacking skirt. For around \$17; Macy's
18. Cherry Angora cardigan, maize slip-over, brown herring-bone skirt, totaling under \$19 (sold separately). Lord and Taylor







2

3

KODACHROMES BY TOMI FRISSELL • CONDÉ NAST ENGRAVINGS



## CREDITS AT ANY COLLEGE

1. A hood (leave it off if you like) on a plaid coat, jersey lined. Fee about \$24. Jersey shirt and skirt, about \$15. Lord and Taylor

2. Warm enough for any windy stadium—tweed coat with a raccoon collar; less than \$60. Suede hat, under \$13. Lord and Taylor

3. The new rural-autumn red in a Forsmann tweed coat, Persian lamb trimmed; about \$65. Felt hat, about \$10. Saks-Fifth Avenue

4. Giddy Neapolitan stocking cap. Suede cardigan. Shepherd cotton shirt. Kenwood tweed skirt. All for less than \$25. Lord and Taylor

5. For "rushing" dates, a dress of black Celanese matelassé rayon. Looks more than about \$17. Felt doll hat, about \$10. Altman

6. Studied simplicity in a black Crown-Tested rayon dress for teas and little evenings. Yours for about \$25. Felt and velvet bonnet. Best

7. Coeds like this type for classrooms—a brown knitted dress with a candlewick effect. Only about \$23. Bonwit Teller

8. A wonderful new peacock-blue shade in an extra-curricular dress of velveteen. Much flattery for about \$18. From Franklin Simon

9. What with dirndls registering at all colleges, here's a wine rayon crêpe one with a snug matelassé bodice. Less than \$25. Best

10. The longer jacket to learn about. Blue tweed, plaid lining, plain skirt. About \$35. Postilion felt hat, about \$10. Lord and Taylor

11. Three-piece suit of green Botany tweed. Nice coat to wear anywhere, with marten-dyed skunk collar. About \$90. Lord and Taylor

12. Far from academic—this princesse coat of Forstmann's black nubby wool, small Persian lamb collar. Around \$70. Lord and Taylor

13. A plaid dress is almost compulsory. This has a jacket of mustard cashmere wool. About \$25. Brown felt tricorne. Lord and Taylor

14. A pert coat of Laskin Mouton, that will take about \$100 of your allowance. Heather suit, about \$20. Lord and Taylor. Brewster hat





Prom. The disguised gym. The side-lines chatter. The first flurry of music. The massing stags—eyeing you in one of these: First: Pearly rayon satin in the romance language class. About \$18 of any allowance. Crimson-rose head dress. Franklin Simon Second: Leaf-green rayon taffeta, its mile-wide skirt crinkled with “Lastex” to sibilant stiffness. Yours for under \$35. Best

*Midnight studies*

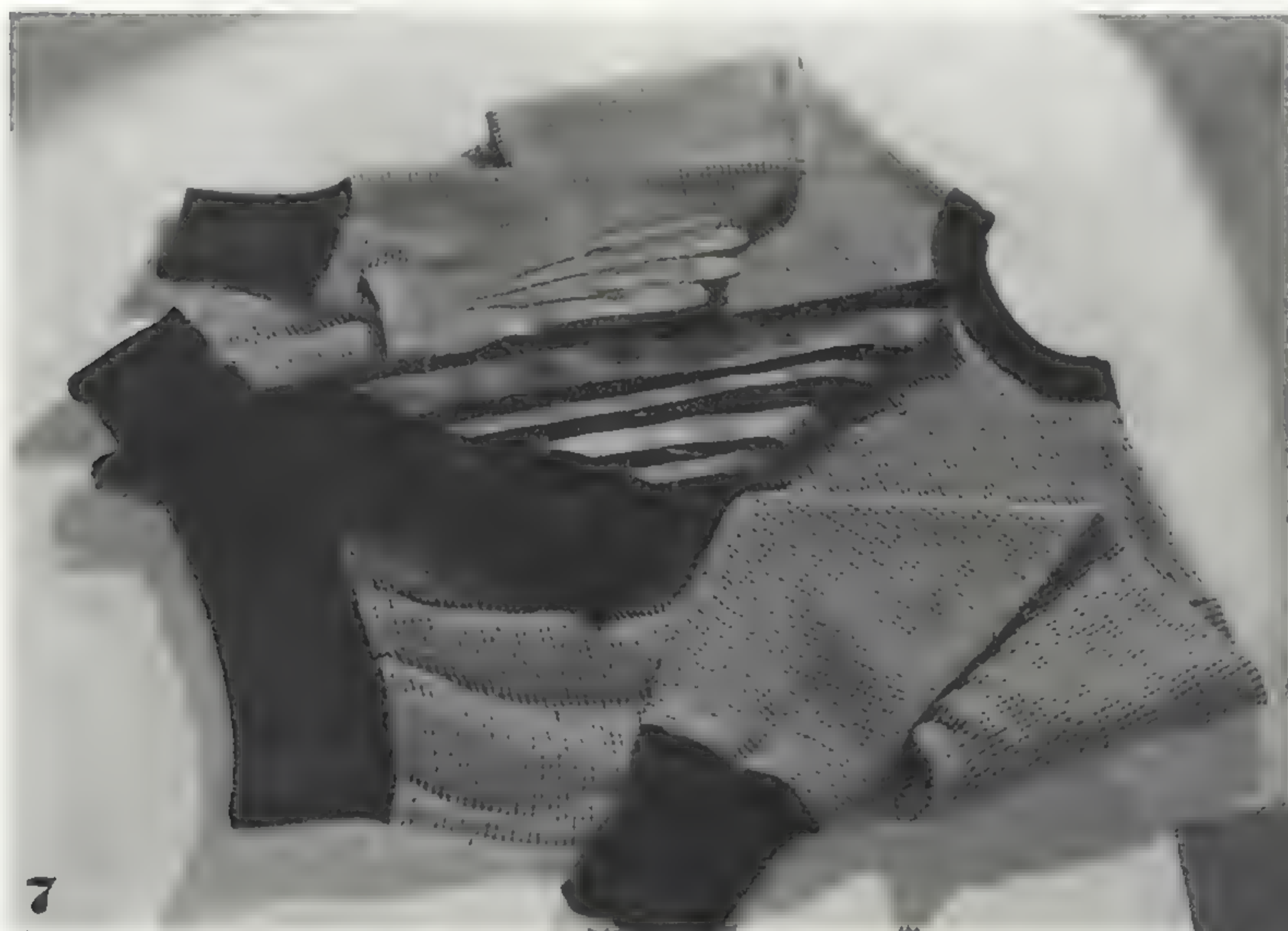
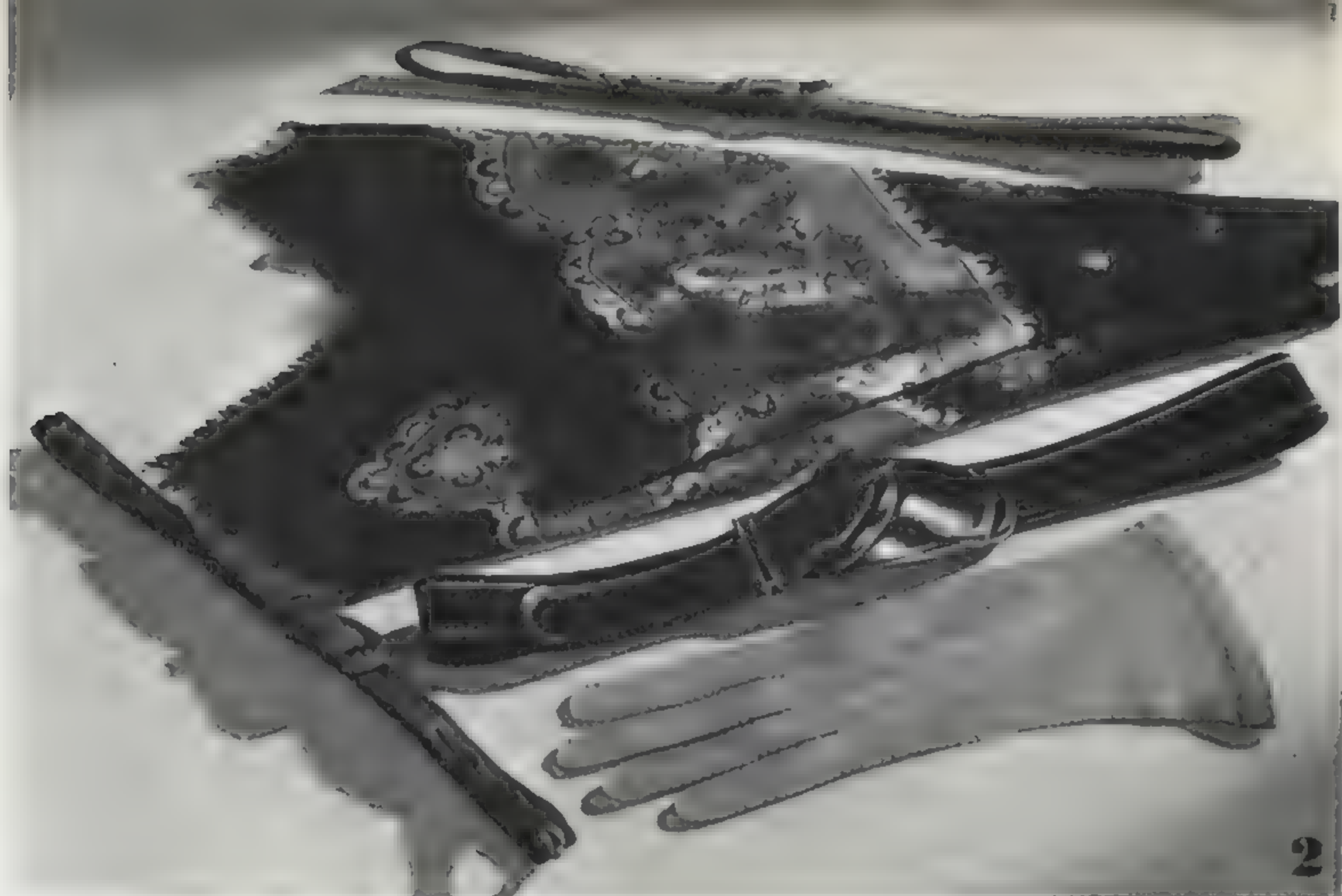




ON PAGES 162 AND 163 IS A LIST OF SHOPS IN OTHER CITIES THAT HAVE THE CLOTHES ON THESE TWO PAGES

First: Sapphire velvet wrap—new because it's a dirndl. Interlined against freezing. About \$25. Ostrich feather cap. Best  
 Centre: Longer salmon velveteen jacket and eye-compelling black rayon net dress. All for around \$35. Bonwit Teller  
 Third: Burnt toast silk chiffon, fine colleague with tawny hair. Velvet bolero and girdle. About \$25. Pendant necklace. Macy









SHOPS IN OTHER CITIES HAVE THESE CLOTHES. SEE PAGES 162-163

## Mark-makers



1. Scoring points for the football season: brown gloves of Llamello suède. About \$4; Best. A suède Koret envelope that can fold into a double square, for about \$7.50; Altman. A sheer wool scarf for only \$1.25, at Peck and Peck

2. Control your curls under a black challis Glentex square bordered in red and gold; less than \$2, Altman. Cross your palm with Kislav's washable leather glove. About \$4; Best. Belt your pet sweater with a thin russet calf tube (at top). Around \$1.50 at McCutcheon. Or (centre) a black saddle-stitched calf belt. Under \$3. Or a metallic braided one of calf. About \$1. Both, Altman

3. Mannish checked gingham shirt. About \$4, at Saks-Fifth Avenue. Natural calf-skin vest that's only \$15, at Lord and Taylor

4. Invest around \$2 in a striped flannelette pyjama from Lord and Taylor, about \$4 more in sheepskin-lined slippers of red and blue suède, Best, and stay toast temperature on the coldest nights

5. Find the russet calf envelope at Altman's for about \$5, the rust calf pump at Stetson. About \$11. The cowhide belt for under \$3, at Wanamaker, and the wooden bracelet made by Leo Glass, with French and English phrases painted on, is at Macy's for around \$6

6. The Wear-Right crocheted gloves with musical backs cost about \$3 at Franklin Simon. Bonwit Teller has those platform play shoes with crêpe soles for under \$9. That wool and Angora striped Echo scarf is mostly red and about \$3 at Altman. Pecan pigskin gloves are nearer \$3.50 at Franklin Simon. And little leather jump-ropes tied into a belt are about \$1 each at Bonwit Teller

7. The tweedy-looking sweat-shirt, and the gold-and-black Echo sheer wool square are only \$2 each, at Altman. The curtailed pigskin gloves come to about \$4, Bonwit Teller

8. Seamless black suède pumps on patent leather platforms, under \$11, at Hanan. Black antelope pouch bag, under \$8, Saks-Fifth Avenue. Black mocha doeskin gloves about \$4, Lord and Taylor

9. Party paraphernalia: a white beaded pouch bag, yours for about \$3 at Lord and Taylor. A rose-stoned leaf with rhinestone veins, for around \$5, Bonwit Teller. A black velvet band with simulated amethysts, made by Castlecliff, costs about \$5 at Franklin Simon. A flaming square of silk chiffon is under \$2, at Bonwit Teller. Wear-Right Angora mittens, less than \$3, Wanamaker

A. Team with your odd jackets Dobbs' wine felt hat with an up-turning bumper brim, a feather in back. For about \$10

B. Settle down to volumes of fine print in a man-tailored navy-blue robe of chalk-striped flannel. Under \$9, at Macy

C. On week-ends, pack without tremors a reversible wrap of black velvet and white lapin. Around \$40; Lord and Taylor

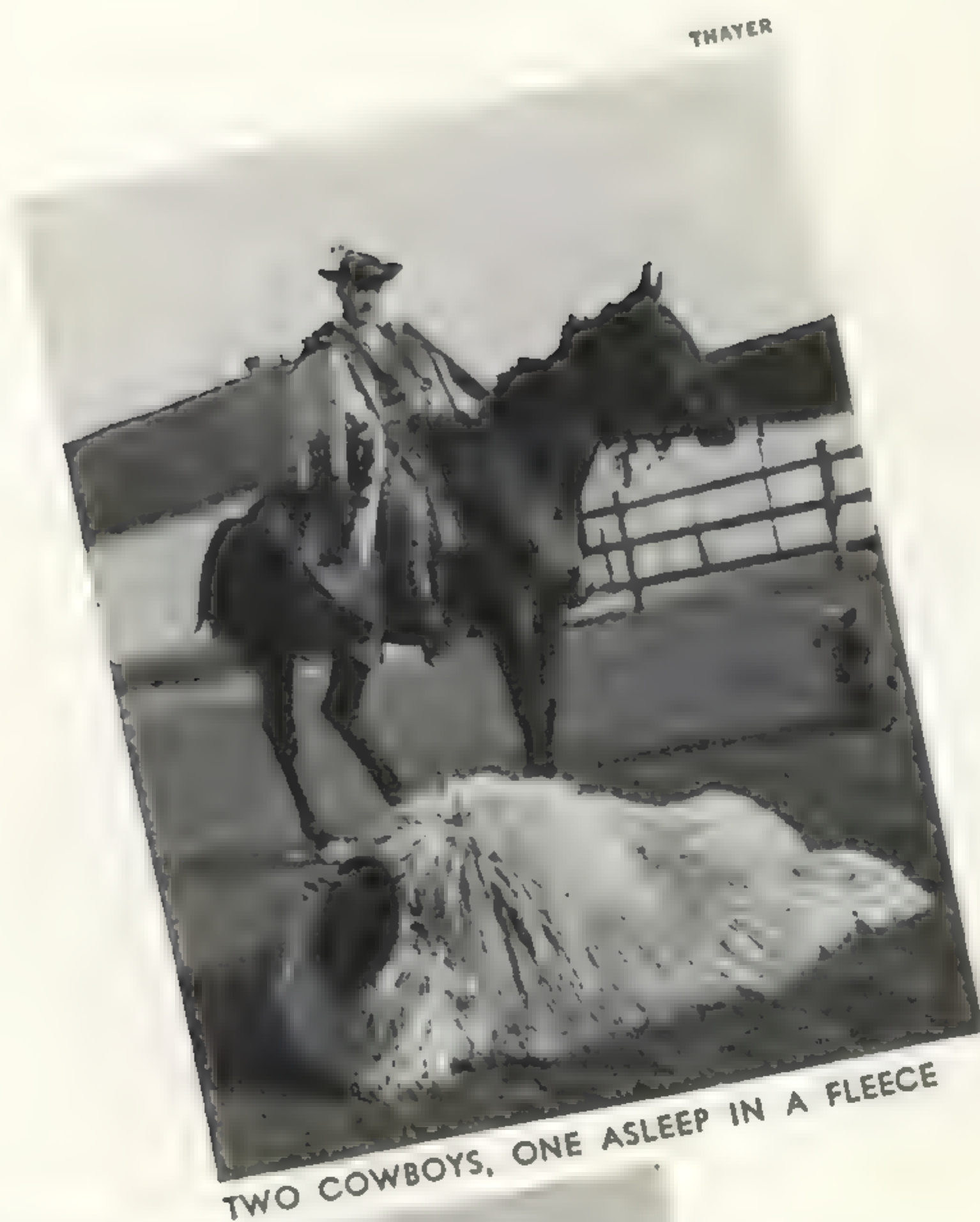
D. With a pinky-beige rabbits' wool dress (about \$25, Bonwit Teller) have a dark green suède Dunlap hat with Chianti-wine ribbon and matching wine Kislav gloves. Together about \$15, Best

E. Mulberry Stetson snap-brimmed hat. About \$13; Wanamaker



# ON HUNGARY'S HORTOBÁGY

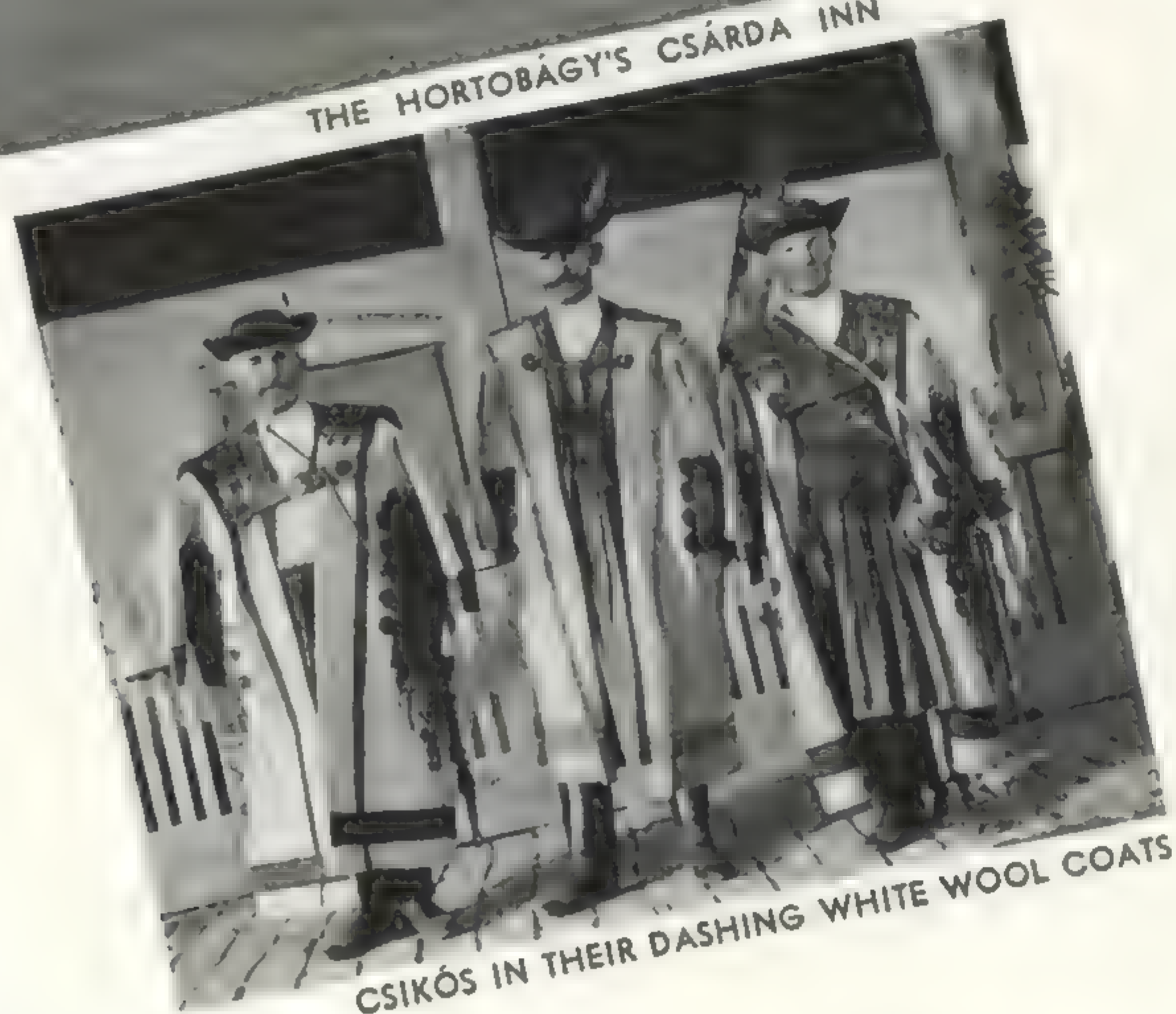
By Mary Van Rensselaer Thayer



TWO COWBOYS, ONE ASLEEP IN A FLEECE



THE HORTOBÁGY'S CSÁRDA INN



CSIKÓS IN THEIR DASHING WHITE WOOL COATS

Internationals find a new "Wild West" on Hungary's plains—where cowboys wear fleece and peasants dance Csárdas

FOUR hours by motor from Budapest—stretches the "Wild West" of Hungary, a vast prairie oddly untouched and as romantic as in the days when Hungary's Robin Hood, Róza Sandor, rode it. Sportsmen from all over Europe go there to shoot. Americans have taken houses in the vicinity. The Csárda Inn, vague of plumbing and void of telephones, is booked up to its picturesque roof in the winter. But tongue-twisting as its name is, the Hortobágy is surprisingly easy to find. From Budapest, the road runs straight as a die two hundred and twenty kilometres to Debrecen; another twenty kilometers and the Hortobágy, those sweeping plains, stretch into infinity on either side.

There's something very special about Hungary in the early autumn, a golden quality—tranquil, yet full of promise. Wheat flows over low hills; unendingly; rivers are faceted with gold, and even the village dust, puffed into clouds by flat-footed geese, is flecked with yellow. Out on the Hortobágy, the plains, dimly saffron, merge with the paler sky. Mid-mornings, the Hortobágy's mirage on days when there is a mist, evolves slowly. Church spires crystallize first, then towered cities and countrysides with strangely pailletted lakes quiver intangibly against the sky, only to dissolve into nothingness.

*Csikós*, cowboy aristocrats and rulers of the Hungarian prairie, love to talk about the mirage. Their personal goddess is Délibáb, daughter of the plain sister of the sea, beloved of the wind. A thousand years ago, she swept with their fathers' fathers from the Black Sea's shores to the reaches of Hungary's prairie. At nightfall, beside a camp fire, the shepherd pipes on his flute a tune in her honour. The *Csikós* sits aloof and listens, wrapped in his huge fur coat, so cosily lined with soft leather, watching the faint streaks of blue marsh fire whip in thin zig-zags over the plain.

The *Csikós* still rides his daily rounds in a costume that has changed little throughout the centuries. He makes a dashing figure: saucer hat nodding with flowers, high boots partly hidden by denim-blue divided skirts, a white woollen coat encrusted with giddy embroidery buckles over the chest, sleeves hanging jauntily empty. A whip with an intricately carved handle hangs from his wrist by a leather thong, its long lash trailing the ground. His horse is weighted down with a heavy saddle, and a complicated tangle of straps encircles its neck.

At sunset, the horses move slowly across the plain, urged on to the corral by cracking whips, shrill shouts, the incessant yapping of tiny shepherd dogs who race crazily about in the dust kicked up by thousands of hoofs. Once the horses have been bedded down for the night, the *Csikós* will ask you to his house, a house that's been (Continued on page 138)







# Autumn fabrics

All right. Be a slave to black if you like. There are beautiful blacks . . . and you'll be safe. But safety isn't ALL. You buy new clothes to feel new, alive—to get a lift. Then, why not delve into colour? Don't fall back on the old argument that "everything goes with black." Of course it does; but if you have colour-sense, many things (and enough things) can go with, say, a coat of sage-green or plum or rust, or any number of other colours.

Climb out of the groove, then, and have a coat of the green-blue called teal, over a mustard-beige dress. A barn-red coat with deep plum accessories. A sage-green coat with a prune skirt and beige blouse. An elephant grey suit with a mustard blouse. A deep violet coat with a lavender dress. A deep dark brown with a rosy-red dress. Any of those twosomes or threesomes of colour on the following two pages.

Lean toward smooth textures. Such slick wools as duvetine, zibelline, broadcloth, velour, twill for your town coat. Many new fabrics look fairly smooth but have what we might call "hidden texture." Look close and you'll see that the nubby, bumpy, pebbly effects are more refined—but they're still there.

Watch for this same "refinement" in dress wools or silks or rayons. Crêpes with dull finishes and smooth surfaces. Luxuriant mossy crêpes. Pebbly weaves. Sheer wool voiles and georgettes. Ribbed grosgrains, failles, bengalines, twills and corded crêpes.

Remember, however, that there's one big exception to all this smoothness. The revival of matelassé or cloqué fabrics. Some of them look definitely Victorian, with a sort of embossed design. And many—these look especially new—are crinkled in a very stylized pattern . . . in chevron or herring-bone stripes such as the one on the opposite page.

Bank on jersey. Wool, silk, or rayon jersey. Many a fabric that pretends to be something else will turn out to be jersey. Certain specimens mimic tweed remarkably well—opposite is one. There's one marvelous new rayon jersey that's very dull of complexion, not at all stretchy, and comes in wonderful colours—look at the mustard-beige and rosy-red shades on pages 116 and 117. There's another new rayon jersey that is two-faced: a wool finish on one side, a satin finish on the other.

Be on the lookout for stripes, checks, plaids. Many a formal fabric has an almost imperceptible stripe or check in self colour. And bolt after bolt of tweeds have emphatic stripes, checks, or plaids. One new tweed has a "darning-stitch" weave—the same interlacing of threads as in your grandmother's darning.

For evening, wear frothy stiff laces. Or satin, often heavy slipper satin. Or taffeta. Or velvet. Or crêpe—the dull mossy crêpes with refined surfaces. Or ribbed silks such as failles, ottomans, grosgrains, and surahs—all of which are as nice for formal clothes as for dinner outfits. Above all, insist that your fabrics have body—whether for evening clothes or day clothes. The important new fullness, the new square look exact materials that don't go limp on you.





- LACE, again a great evening candidate, appears here in black silk of the Chantilly type from the Lace Net Importing
- RAISED STRIPE. The furor for stripes is evident in this Lorraine blue wool with self-stripes; John Wanamaker
- STYLIZED CLOQUÉ. Cloqués are now very stylized, like the chevron stripes on this silk cloqué at McCutcheon's
- PEBBLY CRÊPE. Foreman's slate-blue Enka Rayon with refined nubs scattered sparsely; John Wanamaker
- TWEED JERSEY. One of the nubby knitted jerseys that looks like tweed—Atlantic's fabric with Snia-Fiocco yarn
- NUBBY STRIPE. More stripes, chenille banjo stripes, on Pacific Mills' plum-coloured dress wool
- VICTORIAN CLOQUÉ. Red scrolls appear embossed on Wesley Simpson's fabric of Crown-Tested Rayon; McCutcheon



these colours come

1. For your dress, bold pink stripes on Crestwood's black jersey of DuPont Rayon; Altman. For your coat, a beautiful black Botany wool with a gentle nub and subtle stripe with a flat nub; McCutcheon. Combine it with a dress of
2. The new colour "teal" for your coat in a Hockanum wool mustard DuPont Rayon jersey; Altman
3. Deep wine and pale blue—an enchanting colour team. The wine is Forstmann's virgin wool coating, "Needlepoint"; Altman; Marshall Field. The blue is a Celanese dress crêpe
4. Elephant-grey and mustard—another new colour two-some. The grey is Forstmann's virgin wool crêpe; Lord and Taylor. The mustard is Botany wool in suit or coat weight
5. Autumn will see many lavender and purple tones. Juilliard made the lavender wool crêpe. The purple is a Celanese twill
6. Deeply crinkled crêpes return. The black is an American Enka fabric. Arnold's blue silk twill; Lord and Taylor

these colours



*in twos*



*come in threes*



1. Here's an effective trio of colours for an autumn scheme. For your top-coat, Stroock's blue-and-wine wool; Altman. Under it wine Hockanum wool (Lord and Taylor), combined with blue mossy crêpe of Crown-Tested Rayon
2. Another attractive colour threesome. A Fieldcrest plaid of the MacLeod clan for the jacket; Bloomingdale. Its colours repeated in a blouse of red DuPont Rayon jersey (Altman), with a skirt in a green Hockanum wool; John Wanamaker
3. Olive, beige, and plum—a distinguished trio not many will think of. Forstmann's green virgin wool coating; McCutcheon; J. W. Robinson. Stroock's chiffon-sheer wool in beige; Altman. Duplan's Crown-Tested Rayon in plum
4. For your coat, Forstmann's superb brown virgin wool. Make the dress of this beige Crown-Tested Rayon woven with large dots (Lord and Taylor), with a gilet or blouse of rust-coloured Cohama ribbed fabric; from Macy's





# FANTASY



COSTUME FANTASY—JACKET AND HAT; JOHN-FREDERICS. DÉCOR—RUBY ROSS WOOD; JAMES PENDLETON

EARLY this summer, James Pendleton and I arranged an exhibition which we called "Fantasy in Decoration." We tried to find amusing examples of furniture and *objets-d'art*, both old and new, illustrating the inborn love of divergence from the usual. About two thousand people came to see the show, and at least half of them seemed to be surprised to find a number of beautiful things among the exhibits. The general idea seemed to be that if a thing had fantasy, it had to be grotesque, or funny.

Men and women of every age have expressed their fantasy in new and strange household gods. The taste of a period no sooner found its standards than it was betrayed by those adventurous souls who sought to escape from its boredom. It is these escapes that are remembered, bringing about the next standards. The few who have imagination enough to deviate from the established rule are always off and ahead of the pursuit by the time their ideas become fashion.

The point is, these escapes *do* become fashion. Trace any vogue to its beginning, and you will find it once shocked and startled the conventional-minded. When Mrs. Montagu decided to hang her bedroom walls in feathers, in 1781, it was the talk of London. Cowper wrote a poem about it:

"The birds put off their every hue,  
To deck a room for Montagu."

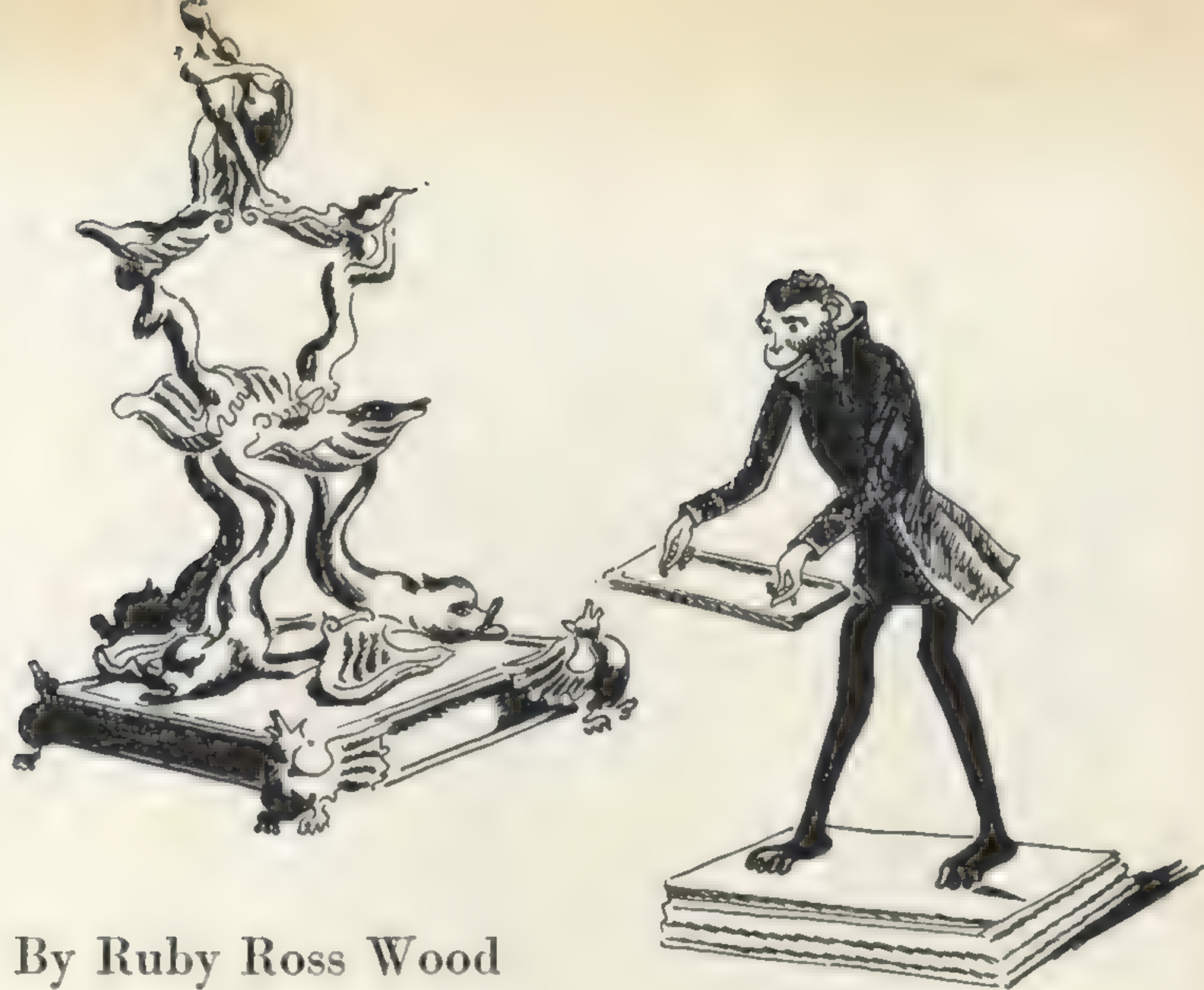
Mrs. Montagu wrote voluminous letters to her friends, begging for feathers. The memoirs of the period are full of reference to this sensation. Every one laughed, but every one was eager to contribute a feather.

Mrs. Montagu's feathered room is dust. But the fashion she established has its record in the little private museum, *À-la-Ronde*, at Exmouth in Devon. Here, in 1795, Mary and Jane Parminster built for themselves a little octagon-shaped house, in which they carried out their fantasies. The drawing room has a cornice of brightly coloured feathers, laid in orderly fashion. There is a gallery, running around the central hall, which is completely made up of shell and feather work.

Our grandmothers found escape in their crazy quilts. They begged silk pieces from all their friends, and looked with longing at every man's cravat. The finished quilts were perfect examples



# IN TASTE



By Ruby Ross Wood

of modern abstract art à la Braque. We can imagine the consternation caused by the first crazy quilt!

"Fantasy," the dictionary says, is "the form of representation that brings to the mind images as such, severed from their ordinary relations." Fantasy is exaggeration, invention, caprice, even that sweet old maltreated word whimsy, if you like. Fantasy is taste plus.

One of the earliest fantasies of which we have a record is the glass floor which King Solomon ordered for the reception of the Queen of Sheba. The legend goes that "fish swam beneath the glass floor for her astonishment and pleasure." Homer sang of Helen of Troy sitting in her fair ivory chair on its purple carpet, of Dido on her golden bed, of hundreds of such extravagant bits of decoration.

In the Golden House of Nero, we read, there were ivory panelled ceilings which spilled flowers and perfumes on his guests. Philip of Spain boasted of his chairs of rock crystal and silver. Cardinal Wolsey had two hundred and eighty guest beds, each formally christened with a high-sounding name. An ancient Duke of Burgundy had gilt leather summer carpets. Montezuma had an apartment hung with jewelled humming bird feathers. There have been Indian floors of blue crystal, Italian floors covered with cloth of gold, Persian rooms panelled with ivory and emerald-headed nails, Turkish rooms walled in mother-of-pearl, crystal beds with green velvet mattresses in India, English mirrors framed in amber, and Greek bread-baskets made of ivory strips.

Isabella d'Este, who lived from 1474 to 1539, was the supreme devotee of fantasy. Everything that was made to her order expressed some favourite "fantasia." The bindings of her books, the patterns of her brocades and embroideries, her musical instruments, her jewels, the embellishment of her apartments in the Castello at Mantua—all these were designed by herself or by the greatest artists of her period. She had numerous favourite devices—interlaced links, a star, small gold candelabra, doves and eagles, musical notes and playing cards, gold acorns, and many others. These devices not only adorned her clothes and jewels, they were a part of her floors and walls and ceilings. We read of a brocade "patterned with leopards and doves"; of her famous *fantasia dei Vinci*, "a new design of cunningly interlaced links" invented

for her by Nicola da Correggio, "worked in massive gold on a purple robe"; of gold brocade embroidered with white doves; of violet velvet embroidered with gold acorns. Isabella was not content with her own thousand fantasies, she built a mezzanine floor for her favorite dwarfs, and furnished it in scale, making it the loveliest apartment I have ever seen.

Another great lady who delighted in fantasy was Marie Antoinette. Surfeited with the perfection of the décor which surrounded her, she found escape in new ideas. The winter desolation of the gardens of the Petit Trianon saddened her, so she ordered the parterres filled with flowers of porcelain, with stems and leaves of gilded lead. When she travelled, her mattresses were stuffed with rose leaves.

Perhaps her garden of porcelain flowers was inspired by that expensive episode of Madame de Pompadour, who, according to Egan Mew, made an indoor garden of porcelain flowers. "At her small Château of Bellevue, where everything was perfect—except man perhaps—the favourite once thought of adding to the palace of enchantment and at the same time interesting the King more closely to her scheme of the porcelain-works by forming a garden of spring and summer flowers in mid-winter. A prodigious glass house or indoor garden was arranged and the flowers, naturalistic to the last degree, were scented each with its proper perfume. The King went forward to pluck his favourite blossom and lo! he sees the flower-bed is formed of French porcelains! No doubt this little ruse cost the taxpayer a pretty penny, but it established the fortune of the factory. The King spent 800,000 livres on Vincennes porcelain flowers in one order, and his court, one may be sure, was not slow to follow suit." This particular fantasy, expensive as it was, established a new taste, and brought about the success of the French porcelain works.

In the eighteenth century, when toy-shops were rare, if you had a new idea, it had to be done to order by an artist or done by yourself. There were no illustrated magazines to stimulate the imagination. True, the *Spectator* derided the fantasies of the period, thereby making them fashionable. Addison wrote many essays on the absurdities of the Chinese taste. (Continued on page 144)







THE VENETIAN ROOM IN THE NEW YORK APARTMENT OF MADAME HELENA RUBINSTEIN, RARE EXAMPLE OF THE FANTASY THAT IS "TASTE PLUS —"

NYHOLM

## COLLECTOR'S FANTASY

People who succeed in bringing a brilliant personal expression into their possessions and surroundings add a great deal to the zest of life. Certainly Madame Helena Rubinstein is one of these. "An adventurous soul who deviates from established routes," she is a rare exponent of the fantasy of the article on the preceding pages. Her taste is as versatile as it is vital. She acquires houses over the world and decorates them with combinations of old and new. Above, the Venetian room in her New York apartment—an imaginative assembly of shell furniture, lace-carved wood, tufted silk walls, blackamoor, African sculpture, and a Tchelitchew portrait in sequins. And, while renowned works distinguish her collection of modern art, many of them were assembled long before they became collectors' items, among them examples of Matisse, Derain, Picasso, Modigliani. New names are continually added to the assemblage, for half her joy in collecting is discovering



One of the most exciting of the Rubinstein collections is her treasure of jewels. And again in this collection, there's the same unconventional fantasy in taste, the same eye for the unusual. Many of the jewels are museum-pieces—fabulous old gems in exotic settings; all of them are heirlooms or rarities picked up in all parts of the globe. Antique amethyst crosses and brooches; Arabian Nights necklaces and bracelets. A curious and unexpected collection of old, beautifully made buttons, retrieved from many a historic costume, which Madame Rubinstein always means to put to use some time, since she loves to wear as well as collect her treasures. An assortment of rings of many periods and nationalities—many with such huge, barbaric stones that it is impossible to pull a glove over them. And to hold or transport this dazzling array, there's a gargantuan natural rawhide jewel case, shown in one of the photographs below, with a special drawer to hold the rings





THE gallery in Madame Rubinstein's apartment in New York (right) shows an unusual treatment of white sculpture against white walls. A rare example from her collection of ikons is flanked by girandoles of white painted metal. The sculpture by Eli Nadelman is mounted on white stands, rising from a floor of black marble. Light comes from a transparent marble urn. (Robert Locher did the architectural revision of the apartment.)

For the dining-room (below), M. L. Sue, the French architect, designed valances of wood, painted in grey and white, with canary-yellow draperies. The Regency chairs are upholstered in egg-shell leather. The walls are champagne coloured, and the rug is in apple-green. Paintings by Raoul Dufy, Renoir, and Laurencin hang on the walls.

Victorian and modern are combined in the drawing-room (bottom photograph), in which American-beauty draperies are tied with white velvet. On the mantelpiece—a row of Venetian glass blackamoors. The furniture is upholstered in American beauty and purple satin. Paintings by Renoir, Degas, Toulouse-Lautrec, and Chirico complete the décor



PAINTED WOOD VALANCES, REGENCY FURNITURE, AND COOL COLOUR IN THE DINING-ROOM



MODERN AND VICTORIAN THEMES COMBINED IN THE DRAWING-ROOM







WHITE SCULPTURE AGAINST WHITE WALLS IN THE GALLERY OF MADAME RUBINSTEIN'S APARTMENT

NYHOLM









First: Velvet dirndl of the romantic school. (Cheney's black silk velvet to be exact.) Velvet fluting edges the heart-shaped neck-line. Less than \$20. Carolyn dress from Arnold Constable.

Second: Shirt-waist dirndl of black wool jersey, with bands of crimson jersey; a modified skirt. Approximately \$20; Lord and Taylor; Marshall Field.

Third: Dirndl dinner-dress — black matelassé crêpe with a wide velvet corselet; velvet cord-ing around the neck. About \$25; Bonwit Teller.





All of a sudden, there's a great flurry over fitch—and fitch makes this jacket. Designed by Fourrures Max of Paris, it has a pre-War feeling, with its pinched-in waist, its short sleeves, its curved front. The Kislav gloves reach the elbow. Jacket from Jaeckel





First: A loose, straight ermine coat —shown with a separate Ascot of silver fox. Black gloves and bandeau. Coat; Henri Bendel.  
Second: A brief little ermine jacket with the new pushed-up sleeves, a roll collar and a pillow-size muff of silver fox. Gunther



When they week-end in town--Ensemble No. S-4081,  
princesse coat and dress of twin wools. Designed  
for sizes 11 to 17, 29 to 35; 12 to 20, 30 to 38.

When an Occasion arises--"Easy-to-Make" Dress No. 8124,  
designed for sizes 11 to 17, 29 to 35; 12 to 20, 30 to 38

When they drive to the dance--Wrap

No. 8096, designed for sizes 14 to 20;

32 to 42. And when the band strikes up--

Dress No. S-4078, designed for sizes

11 to 17, 29 to 35; 12 to 18, 30 to 36



## Self-made college girls

THE INDIVIDUALIST likes to choose her own fabrics and decide on the details of her clothes.

THE ARTIST plays around with colours and works out her own lively combinations.

THE HANDY GIRL has an understanding with her needle and sews just for the fun of it.

THE ECONOMIZER outwits a very sketchy allowance by running up her wardrobe herself.

THE BUMPY GIRL, who's hard to fit, has clothes made not only to fit, but to flatter.

ALL OF THEM will turn up on campus and at proms in clothes like the ones here.





When they stroll to class--"Easy-to-Make"

Dress No. 8107, with kind-to-hips skirt.

Designed for sizes 12 to 20, 30 to 38.

Or Dress No. 8133, with a perfect neckline for scarfs or jewellery.

Designed for sizes 12 to 20, 30 to 40.

When they dinner-dance--Dress No. 8129, with a redingote over an independent slip-dress.

Designed for sizes 12 to 20, 30 to 40.

When they go to the big game--Stadium

Outfit No. 8117, with a classic jacket and skirt, a straight boxy top-coat over all. This is designed for sizes 11 to 17, 29 to 35; 12 to 20, 30 to 38



Designs for Dressmaking  
Backviews on page 140





# PROFESSOR SHOP-HOUND

"Now, dear young ladies," began Professor Shop-Hound. "If you will give me your attention instead of shagging up and down all the time, we will begin our August classes. "Just to remind you of your past education, let us briefly review some nursery rhymes. Three little kittens, they lost their mittens and they began to cry. Why?" "I know," spoke up Gert, who was brilliant. "It's because they were such nice mittens, like those fluffy pure Angora ones at Best and Company. These may be had in many delicious colours for the nominal sum of about \$1." "Very good, Gertrude," said the wise Hound, and indeed that is true.

Julia is a brilliant girl too. She can never get very far with her studies, but she knows where to buy good clothes. At British Tweeds, 727 Madison Avenue, she pores over bolts of tweeds of every colour and texture. She loves the new pink-and-grey plaid flecked with black, and its twin in grey and yellow. She invests about \$85 for a well-fitted suit here; about \$25 for a skirt. She collects scarfs made in sweater knits and colours, to wear with sweaters; from about \$4.50 for these.

Burning midnight oil may have been good enough for our forefathers, but now almost any college girl insists on a good clear shining light when she's studying. The Polaroid people (sun glass fame) have conjured up a desk-light that would make Aladdin's lamp look foolish in an efficiency contest. It doesn't take up much room—about eight square inches—and it gives the softest light imaginable, blotting out that harsh, glazed look that likes to settle on paper. The light shines on three sides only, so that your room mate may sleep while you study. You can get one of these lamps for about \$16.50 at Lugene, 600 Madison Avenue.

And there's another big helper in the form of a small sterling silver book-mark. It's arranged so that you can turn the pages while reading, and the book-mark stays in place; you don't have to move it till you finish the book. Don't ask us to explain this—Asprey of London has worked it all out, and Abercrombie and Fitch sells it. It costs about \$5.

One of the most important steps in the interior decoration of a student's room is the installation of a good, sound clock. We have chosen one with a pleasing gold face, marked off in plainly legible numbers, so that there is no mistaking what it says in the morning. The frame is a square of walnut-finished wood panel supported by a foot in the back. Hurray, you don't have to wind it because it's electric. Telechron makes it and for some reason or other calls it "The Naples." Get it at Bloomingdale's; about \$7 with an alarm bell; about \$6 without.

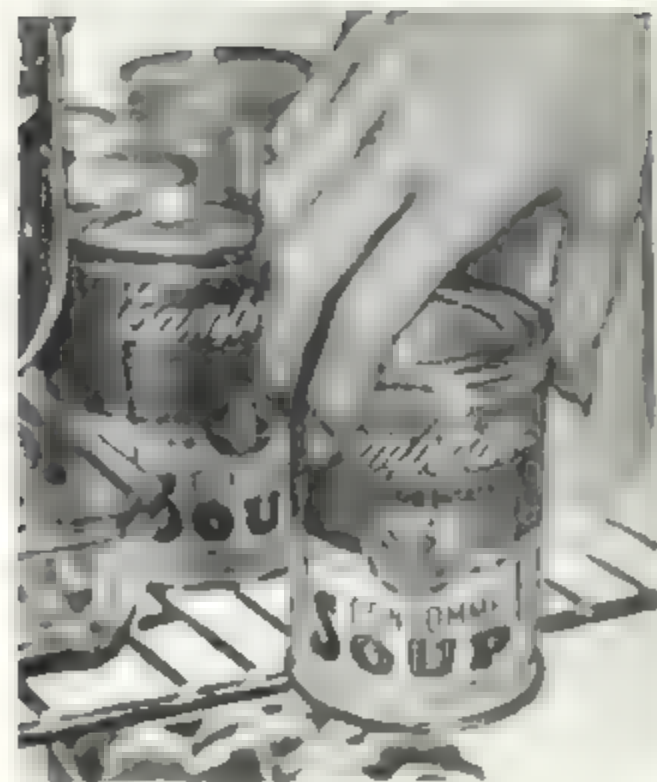
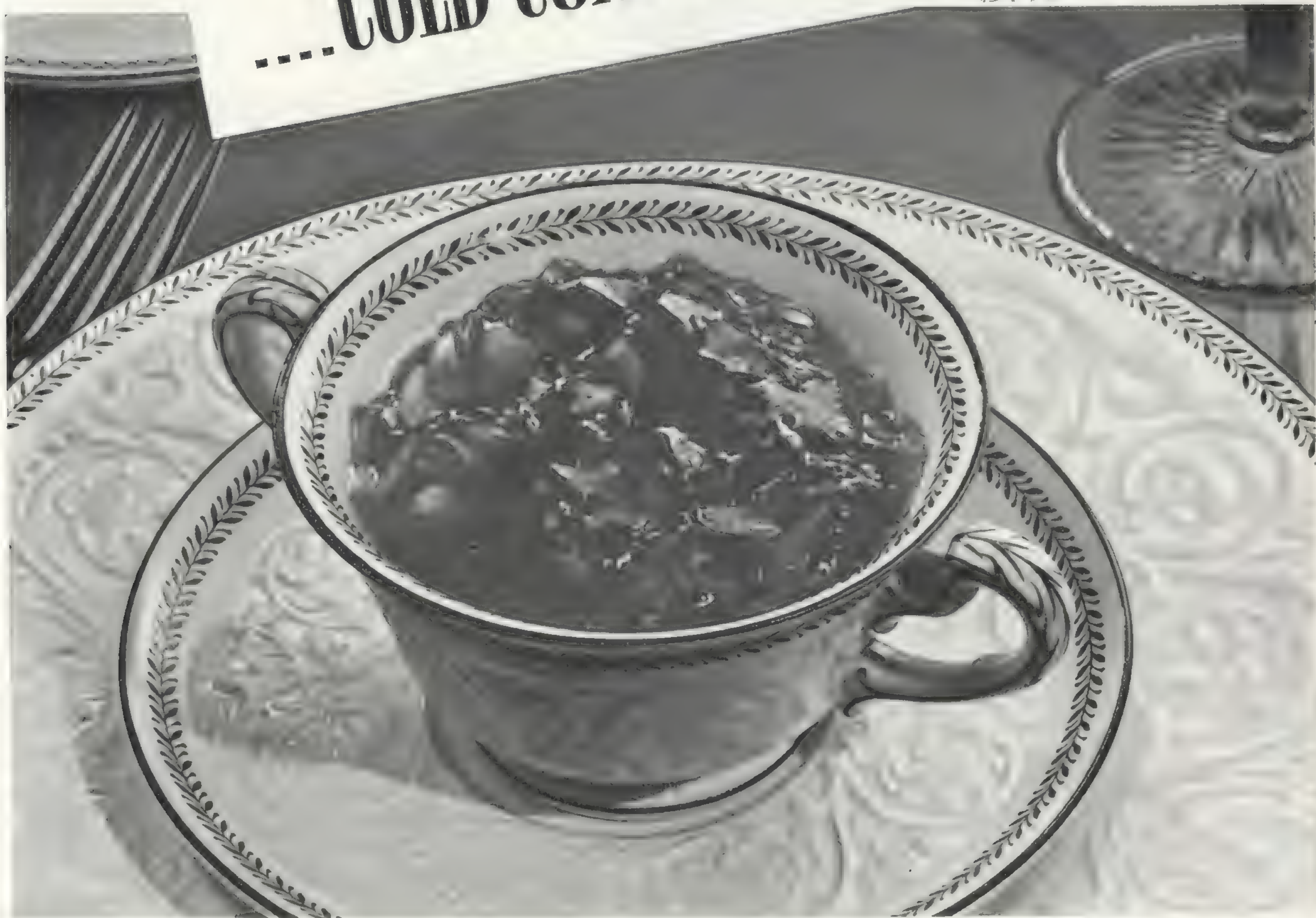
Psychology lecture note: Tell any girl that she reminds you of a leopard and she will narrow her eyes and be delighted. So now, ladies, step right this way to the Nancy Lincoln Guild, 417 Park Avenue, where there is a sports coat of many spots, fashioned out of leopard cloth and bright red flannel. Buttoned up, it's double-breasted, and gives no hint of the red flannel lurking beneath. Wear it open and you have red lapels plus a red built-in vest fastened by metal buttons. Wear it with some of those slim-legged black ski pants and look like a wild thing in action. The coat costs less than \$30.

Or maybe it has occurred to you that you are the lamb type. Toying with this idea is made delightful by Lord and Taylor who have the set shown at the right. It's of imported Hungarian sheepskin, reversed and dyed into soft colours; green, off-red, and cloudy blue, lined with white woolly sheepskin. All of the pieces are garnished, but not too heavily, with bright coloured embroidery. It escapes that too coy and costumey look. The bonnet makes you look about four years old and the mittens are pretty disarming too. The group would be awfully sweet, we think, to wear with a skating outfit, but that's only one suggestion. The mittens cost about \$4 a pair, and the scarf and bonnet are yours for another \$4 each, approximately. These are at Lord and Taylor only. (Continued on page 136)





# FOR A SUMMER DAY .....COLD CONSOMMÉ



## CONSOMMÉ ~ SERVED JELLIED

It shimmers, it quivers, it's delightfully cool. What a boon these summer days! All you do: Whisk into the refrigerator a can of Campbell's Consommé; in four hours, whisk it out! Open it, and tumble forth gleaming amber-hued heaps. For now, it's *jellied* consommé—as fine as ever coaxed and cooled a hot-day appetite.

Make it a point to serve Campbell's Consommé frequently this summer. There's a charm about it that will capture your eye, and appeal to your imagination. You'll like letting spoonfuls of it linger on your tongue and refresh you. You'll catch the tempting taste of rich beef essence, and a delicate whisper of vegetable seasoning—celery, and carrots, and parsley. And notice, if you please, how keen becomes your interest in other good dishes to come.

**New!** A SUPERB CONSOMMÉ MADRILÈNE! DELIGHTFUL FLAVOR, NATURAL COLOR. ASK YOUR GROCER

Keep some cans of Campbell's Consommé in the refrigerator, so that you and your family and your guests may enjoy many a twinkling cupful. It will help you smile when Old Sol glares!



## ALWAYS WELCOME ~ SERVED HOT

Here and there in summer's schedule, comes a cool day, or a rainy one. Then what could be more welcome than steaming, bracing cups of Campbell's Consommé? Its vigorous beef broth, its savory vegetable seasoning, will warm and comfort you in a few short spoonfuls. So, rain or shine, keep it within easy reach.

*Campbell's* **CONSOMMÉ**





**G**LOWING candles; gleaming silver; and bright red glasses of tomato juice to launch the meal successfully. Smart women make sure the tomato juice they serve is Campbell's. Their experience has taught them how guests relish its lively tang, how genially it heralds the good things to come.

For formal entertaining, or for simple family meals, Campbell's Tomato Juice grows more and more popular as a lead-off drink. Almost anyone is sure to welcome it, for it's liked by young and old, the country over.

Luscious, specially developed tomatoes, make it the grand drink that it is. Only the first fine juice is used, canned by a process that keeps the flavor fresh and retains the vitamins, too. Drink Campbell's Tomato Juice regularly—and often!

● You'll find there really is a big difference in tomato juice. Campbell's is the one with the true fresh-tomato flavor. You can taste the difference.



*Campbell's*  
**TOMATO JUICE**

**WITH THE TRUE FRESH-TOMATO FLAVOR**

## DISCOVERIES IN BEAUTY



Toujours Moi is one of those scents to which devotees swear eternal allegiance. The new perfumed eau de Cologne imprisons enough of the fragrance to make you feel delicately, freshly perfumed

**A**T least part of your summer has undoubtedly been spent whipping new polish on and off your toe-nails, rubbing odd bits of cream into your heels, and vaguely determining to allow time to keep your feet better groomed in general. One reason that it seems difficult to give yourself a respectable pedicure is that adequate equipment never seems conveniently at hand. Now, however, that is all taken care of, because La Cross has introduced two brand new pedicure sets.

Each has polish, polish remover, cuticle-and-nail oil, nail clippers, cuticle remover, a good file, and those convenient little rolls of cotton that keep toes apart while the polish is drying and save your time and temper. The large case has more equipment, including a large bottle of the new La Cross foot lotion. A massage with this creamy mentholated liquid cools and soothes your feet, and leaves the skin smooth and white.

All the implements in these cases are well made and will last practically a lifetime, and the cases themselves are as practical as they are convenient. You will find these new additions at the cosmetic counters in leading department shops.

Progressing quickly from feet to hands—Charles of the Ritz has provided two new preparations for getting your hands into condition after all they have suffered by way of sun and the sea this summer, and now is the time to start using them. These are romantically described as Velvet Glove Hand Lotion and Cream. The lotion is for quick action. It dries as you rub it in, so you aren't bothered with any stickiness, and, when it is rubbed well into the cuticle and around the nails, it has a way of keeping soil from working in. If you use it on your hands, you will probably find it so satisfactory that you will rub it all over your body.

The second Velvet Glove number is a rich lubricating cream that you work well into the hands and allow to stay on overnight. If you have the very dry skin that gets a drawn look after summer exposure, you will find that a few sieges with this cream will make your hands look years younger.

If you use a cream on your hands over night, the most effective way of keeping it on your skin and off the bed linen is to wear gloves. There are some new Overnite Gloves made especially for this purpose. These are light, comfortable, and inexpensive. They are also Sanitized, which means they are self-sterilizing and treated to avoid impurities. Of course, you can use any cream with the Overnite Gloves that you prefer, and you will find them newly arrived at drug and department stores.

In the summer everything you can put in your tub to make it and you cool and fresh and fragrant is just that much fine defense against the heat. One of the most eternally fresh scents is the spicy perfume of carnation, and Lenthéric's new Carnation bath oil gives the impression that garden pinks are blossoming outside your bathroom window. (Continued on page 134)



# Now—Apply Vitamin

# A

# the "Skin-Vitamin"

## Right on Your Skin

**F**OR YEARS we have been learning about the importance of the various vitamins to our health. A-B-C-D-E-G—who hasn't heard of them?

Now comes the exciting news that one of these is related in particular to the skin! Lack of this "skin-vitamin" in the skin produces roughness, dryness, scaliness. Restore it to the diet, or now apply it right on the skin, and our experiments indicate that the skin becomes smooth and healthy again!

That's all any woman wants to know. Immediately you ask, "Where can I get some of that 'skin-vitamin' to put on *my* skin?"

**Pond's Cold Cream now contains this Vitamin**

Pond's Cold Cream now contains this "skin-vitamin." Its formula has not been changed in any way apart from the addition of this vitamin. It's the same grand cleanser. It softens

and smooths for powder as divinely as ever.

But now, in addition, it brings to the skin a daily supply of the active "skin-vitamin."

Use Pond's Cold Cream in your usual way. If there is no lack of "skin-vitamin" in the skin, our experiments described in the next column show that the skin is capable of storing some of it against a possible future need. If there is a lack of this vitamin in the skin, these experiments indicate that the use of Pond's Cold Cream puts the needed "skin-vitamin" back into it.

Begin today. Get a jar of Pond's, and see what it will do for your skin.

**Same Jars, same Labels, same Price**

Pond's Cold Cream comes in the same jars, with the same labels, at the same price. Now every jar of Pond's contains the active "skin-vitamin"—Vitamin A.

**Most People don't know these Facts about Vitamin A and the Skin . . .**

### First Published Reports

In 1931 and 1933, deficiency of Vitamin A ("skin-vitamin") was first recognized as the cause of specific skin disorders. In the cases reported, a liberal Vitamin A diet made the dry, roughened skin smooth and healthy again. Later reports confirmed and extended the evidence of this.

In hospitals, other scientists found that Vitamin A ("skin-vitamin") applied to the skin healed wounds and burns quicker.

### Tests with Pond's Creams

Experiments were made concerning possible causes of deficiency of "skin-vitamin" in the skin.

I. Dietary—The skin may lose "skin-vitamin" from deficiency of it in the diet. In our tests, skin faults were produced by a diet deficient in "skin-vitamin." Without any change in the diet, these faults were then treated by applying "skin-vitamin" to the skin. They were corrected promptly.

II. Local—Our experiments also indicated that even when the diet contains enough "skin-vitamin," the stores of this vitamin in the skin may be reduced by exposure to sun, and also by exposure to warm, dry air together with frequent washing. In further tests, marked irritation resulted from repeated use of harsh soap and water. This irritation was then treated by applying the "skin-vitamin." The skin became smooth and healthy again. It improved more rapidly than in cases treated with the plain cold cream or with no cream at all. The experiments furnished evidence that the local treatment with "skin-vitamin" actually put the "skin-vitamin" back into the skin!

All of these tests were carried out on the skin of animals, following the accepted laboratory method of reaching findings which can be properly applied to human skin.

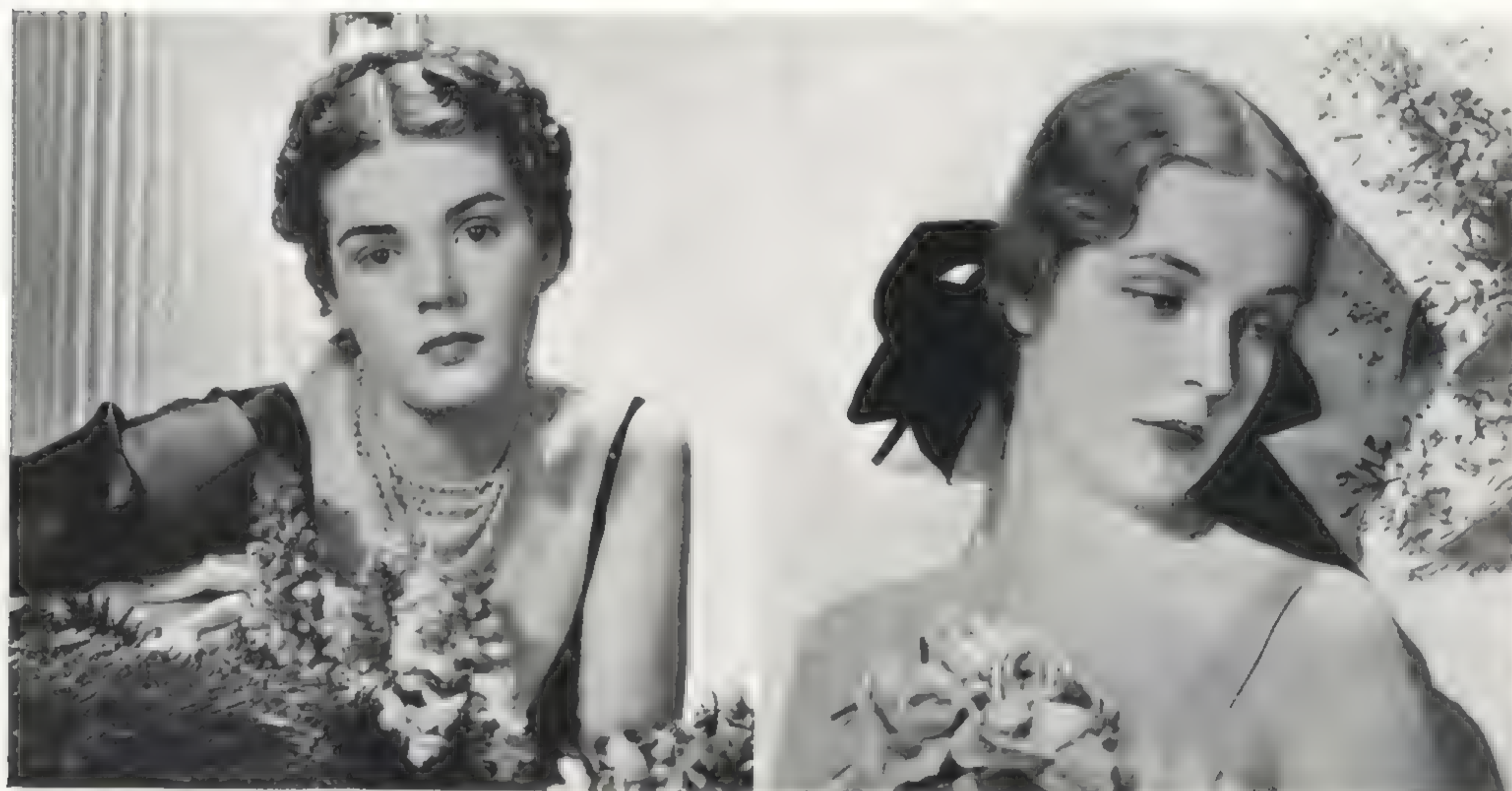
Even today it is not commonly known that the skin does absorb and make use of certain substances applied to it. Our experiments indicated not only that the skin absorbs "skin-vitamin" when applied to it, but that when "skin-vitamin" is applied to skin which already has enough of it, the skin can store some of it against a possible future need.

### The Role of the "Skin-Vitamin"

The "skin-vitamin" functions like an architect in regulating the structure of the skin. It is necessary for the maintenance of skin health. When the skin is seriously deficient in the supply of this vitamin, the skin suffers.

### Signs which may indicate "Skin-Vitamin" deficiency

Dryness, Roughness, Scaliness resulting in a Dull Appearance.



MRS. ALEXANDER C. FORBES, young New York society woman, grandniece of MRS. JAMES ROOSEVELT: "With Pond's Cold Cream, my skin looks soft—not rough or dry."

MRS. WILLIAM RHINELANDER STEWART, beautiful as when she came out: "The use of Pond's Cold Cream has helped me to keep my skin fresh and bright and smooth."





## THE HAND OF FASHION

*wears Revlon nail enamel*

Lovely Muriel Maxwell is typical of the *chic* beauties whose profession is photographic modeling. And—typically, again, she prefers Revlon Nail Enamel. Her preference is not based entirely on the fact that Revlon's shades are so correct, fashionably. Nor is it entirely due to Revlon's flattering lustre. These *are* considerations, of course. But more important is the fact that, with Revlon, Muriel Maxwell finds it simple to keep her nails *streamlined*—long, slim and aristocratic. Busy models *must* have nail enamel that is more easily applied, wears better and keeps nails lovely. They *depend* on Revlon's quality. So can you! Costlier ingredients and more scientific methods of manufacture have produced this best of nail enamels.

See the new Revlon shades, rich winey-red TARTAR and muted-rose LANCER. With sun-tanned hands, either SUEZ or SIERRA will be very effective. All Revlon shades are sun-fast!

### NAIL "TIPS":

Keep your cuticle trim with regular use of Revlon Cuticle Lotion. Push cuticle back gently after each hand-washing. Avoid ragged cuticle by cutting only unmanageable corners.



**Revlon**

Copyright 1938, Revlon Nail Enamel Corporation

125 WEST 45th ST., NEW YORK • 151 SPARKS ST., OTTAWA, CANADA

## DISCOVERIES IN BEAUTY



The newest version of Schiaparelli's Shocking is the double-strength Cologne in impressive bottles that make a fine showing on your dressing-table. Shocking fragrance is there with lure intact

(Continued from page 132) There is a special trick in using these bath oils to best advantage. Pour a few drops on the bottom of the tub just where the water from the faucet strikes them, then turn the water on full force. The fragrance suffuses the water, and the oil helps to soften both the water and your skin. The new Carnation bath oil comes in those convenient Lenthéric flasks with shaker tops and smart metal caps. Incidentally, if you still have a week-end gift on your mind, hostesses love those Lenthéric bath torpedos in pastel crystal jars.

Every so often you come upon one of those fine, impressive bottles of eau de Cologne made by Caswell-Massey and are struck anew by its classic appearance, as well as its clear, lilting fragrance. And a classic it is to be sure, for, about a hundred years ago, this company asked its clients at Newport to choose their favourite among several newly compounded colognes. The belles and beaux of those days chose the "Number 6" blend, and they and their progeny have been choosing and using it ever since.

The Number 6 Cologne Water is made today just as it was a hundred years ago—the pure cologne spirit blended with fine aromatics and then allowed to mature in oaken barrels. It is the sort of fragrance that is a joy to put on your handkerchiefs, your wrists, your forehead, to use as a rub-down after a shower. Men like it as much as women, and the handsome simple bottles carry out the traditional feeling. Heretofore, most of the Cologne Water Number 6 has been sold directly by the makers to people who use it, but now you find it newly arrived in the better department and pharmacist shops.

If you are one who especially values personalized service when you go to have your hair done, Francis and Amalie is a good shop to visit. They make you feel that they are in business just to do what you want, and always seem to manage to take care of last-minute appointments. Aside from this element, they arrange intelligent and becoming coiffures—the kind you can manage yourself in between times—and give special conditioning treatments before and after permanent waves so your new wave avoids any too-curly effect.

This shop also harbours Mrs. Dibble, an expert electrolysist, who has a devoted and enthusiastic following to testify to her ability. Those who have never had superfluous hair removed by the electric needle are frequently concerned to know if the process is painless, and if it is lasting. Any one who has had electrolysis treatments given by an expert operator will assure you that the process is permanent, and the only sensation involved is the tiny twinge of the needle. And, if you have hair on your face that really annoys you, ridding yourself of it permanently is one of the most satisfactory of beauty measures.

Francis and Amalie, with Mrs. Dibble, are to be found in the quiet spacious rooms of a converted old house at 10 West Fifty-Eighth Street.



# CRYSTAL-COOL BEAUTY

BY HELENA RUBINSTEIN

Summer and winter, spring and fall, the smart women of three continents depend on Helena Rubinstein to keep them young-looking, comfortable, beautiful. And now this celebrated authority on climates and complexions brings you everything you need to keep you deliciously cool all summer, and make you a delight to behold.

**A WATER LILY COMPLEXION** as fresh and cool as luscious water lily buds . . . and as smooth in texture. Yours—with the daily use of Helena Rubinstein's Water Lily Cleansing Cream. 1.25, 2.00. For tanned, freckled or weatherbeaten skin, use instead Pasteurized Bleaching Cream. 1.00.

**COOL AS MIST** your skin will feel, after an application of Herbal Skin Tonic—important step in your daily beauty treatment. Refreshes and refines your skin to a delicate lovely finish. Also a quick freshen-up treatment for any hour of the day. 1.00, 2.00.

**CONTOUR-COMPLEXION COOLER.** Beautilift Masque, a cool, pale pink masque, sheer as a night wind, and as refreshing. Used with a special cooling, tightening lotion to smooth away lines, tone your skin, lift face and throat contours to youthful, clear-cut lines. Masque, Lotion, and Headband, complete, 5.00. Lotion Refill, 2.50.

**DEWY-FRESH MAKE-UP.** Town and Country Make-Up Lotion in delicate Peachbloom to spread a film of enchantment over your face, arms, back and give your skin peaches-and-cream perfection. Make it coolly inviting and ready for the new moisture-proof Town and Country Face Powder in lovely Peachbloom, 3.50, 5.50, 7.50; the new Peachbloom Rouge, 1.00; red-ripe Red Strawberry Lipstick, 1.00 to 2.00; Blue Green Persian Mascara and Luminous Eye Shadow, each, 1.00. Town and Country Make-Up Lotion, 1.50.

**BEAUTY BUBBLES** of real milk, Helena Rubinstein's Pasteurized Milk Bath. The only foam bath which *does* contain milk, recognized throughout the centuries as a wondrous beauty aid. Pasteurized Milk Bath cools. Refreshes. Revives weary bodies and spirits. Benefits the skin, making it silken-soft. 1.50, 2.25, 4.25.

**NEW FOUR-IN-ONE REFRESHMENT.** Unique and matchless beautifier, Helena Rubinstein's Sachet Cologne. An invigorating Body Rub, fleecy-soft Body Powder, haunting Eau de Cologne *and* dependable Deodorant—all in one! A rare find! 1.50, 2.75, 5.00.

**FLOWER-SWEET FRAGRANCES.** Flower Shop Cologne, to keep you as fresh and sweet as the mingled fragrances of flowers from your favorite garden. English Garden, French Garden, or American Garden Bouquet. Each, 1.00. Floral Eau de Toilette, sparkling coolness in your favorite floral *odeur*. Lilac, Gardenia, Carnation, or Jasmine. Each, 1.75.

These crystal-cool delights for your summer beauty, at all Helena Rubinstein's Salons and smart stores.



*Helena Rubinstein*  
715 FIFTH AVENUE • NEW YORK

SALONS: PARIS • LONDON • BOSTON • CHICAGO • TORONTO • MILAN • MELBOURNE



# Wimbledon

## HATS

\$5

\*Trade Mark Reg. U. S. Pat. Off.



"campus"

## College Classics

with attention  
to elementary  
economics



"co-ed"

Wear a Wimbledon back to college, one of those marvelous felts that have spontaneity, self-assurance and smoothness of line. Featured styles \$5. Others at \$5.95.



"holiday"

### IN LEADING STORES THROUGHOUT THE COUNTRY

Atlanta, Ga.....	Rich's, Inc.	Memphis, Tenn.....	J. Goldsmith & Sons
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Baltimore, Md.....	The Hub	New York, N. Y.....	The Emily Shops
Birmingham, Ala.....	Burger Phillips Co.	Norfolk, Va.....	Smith & Welton, Inc.
Chicago, Ill.....	John T. Shayne & Co.	Oklahoma City, Okla.....	Kerr D. G. Co.
Cincinnati, Ohio.....	Kline's, Inc.	Pittsburgh, Pa.....	Boggs & Buhl, Inc.
Dallas, Texas.....	A. Harris & Co.	Portland, Ore.....	The Bedell Co.
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Hartford, Conn.....	Worth's	San Francisco, Calif.....	Livingston Bros.
Houston, Texas.....	Foley Bros. D. G. Co.	St. Louis, Mo.....	Kline's Inc.
Kansas City, Mo.....	Kline's Inc.	Tulsa, Okla.....	Seidenbach's
Little Rock, Ark.....	Gus Blass Co.	Washington, D. C.....	Lansburgh & Bro.
Louisville, Ky.....	H. P. Selman & Co.	Youngstown, Ohio.....	G. M. McKelvey Co.

For store showing Wimbledon nearest you, write

WIMBLEDON • 2 Park Avenue, New York

## PROFESSOR SHOP-HOUND

(Continued from page 130) Shop-hound was never one to overlook the muses, bless them, and when she found the Collector's Record Shop, 71 West Forty-Eighth Street, she was as one bewitched. Mr. Jack Caidin is head man here and can tell you a thing or two about records, having collected them for years. For instance, he reports that old records are not as expensive as most people think. So don't be shy about asking for something rare. If he has it, you'll probably be able to afford it. Aside from his long list of operatic and symphonic recordings he has stacks of old jazz masters which he is classifying. To your delight? Note for hot-record-collecting friends.



Haynes Griffin has its say about what the disk-lovers want. Their contribution is a rack rather like a toast rack. The divisions are of thin silk-covered wire, with spaces for fifty records. You keep track of your records by means of stickers with numbers on them, and can set up a whole concert in order of playing without having to search for each piece. The rack has handles like a tray and you can carry it around with ease; about \$4 at 373 Madison Avenue.

When it comes to Liberty, give us one of those portable Libertyphones (1938 gramophone to you) please. One reason for our taking this stand is the separate speaker which lies in the lid till you want it. Then you take it out and put it anywhere you like. With a long cord, hear it several rooms away. The machine's electric and adaptable to all currents. About \$100 in brown cowhide or in airplane cloth; more in white rawhide, at Liberty Music Shops.



Now if all that talk of music has gone straight to your head, we will provide a hat. It's a dark green hat with a brown band and a Robin Hood atmosphere. On one side of the crown there is a stitched V that gathers the felt slightly. On the other side your profile is exposed. This hat was born looking for a good tweed suit to team up with. It's a Stetson—about \$7.50 at Wanamaker's.

Lanz of Salzburg has, as usual, a fascinating collection of clothes for sports. We capitulated over a billowing white balloon cloth shirt, piped with red. It's roomy enough so that you can wear a sweater or even two of them, underneath. This is fortunate, because we, for one, wouldn't want to put anything over it that would hide it. Despite the bigness of this shirt, it fits neatly around the waist, held in place by elastic in the back. This costs about \$14.75. Also at Lanz, there's a lambskin ski jacket, to wear after skiing or under a windbreaker. It's lined with one of the Lanz prints and is fastened down the front with big silver buttons. About \$10.75 with cap sleeves, more with long sleeves, at 547 Madison Avenue.

Though your tastes may be classic, we trust that you are not averse to having clothes that are simple but stand out in their own way as being distinctive. M. Field and Company, 425 Madison Avenue, is a name that you ought to know in that case. Here you can order simple dresses and suits of hand-loomed fabrics that are different. Whether it's loud checks you want, or stripes, or interestingly textured monotones, it's all one to Field, because their looms can turn out almost any imaginable colour or texture. A simple day dress here costs about \$25 or more to order. And, if you're in an experimental mood, they'll even make every pattern in any weight you like.



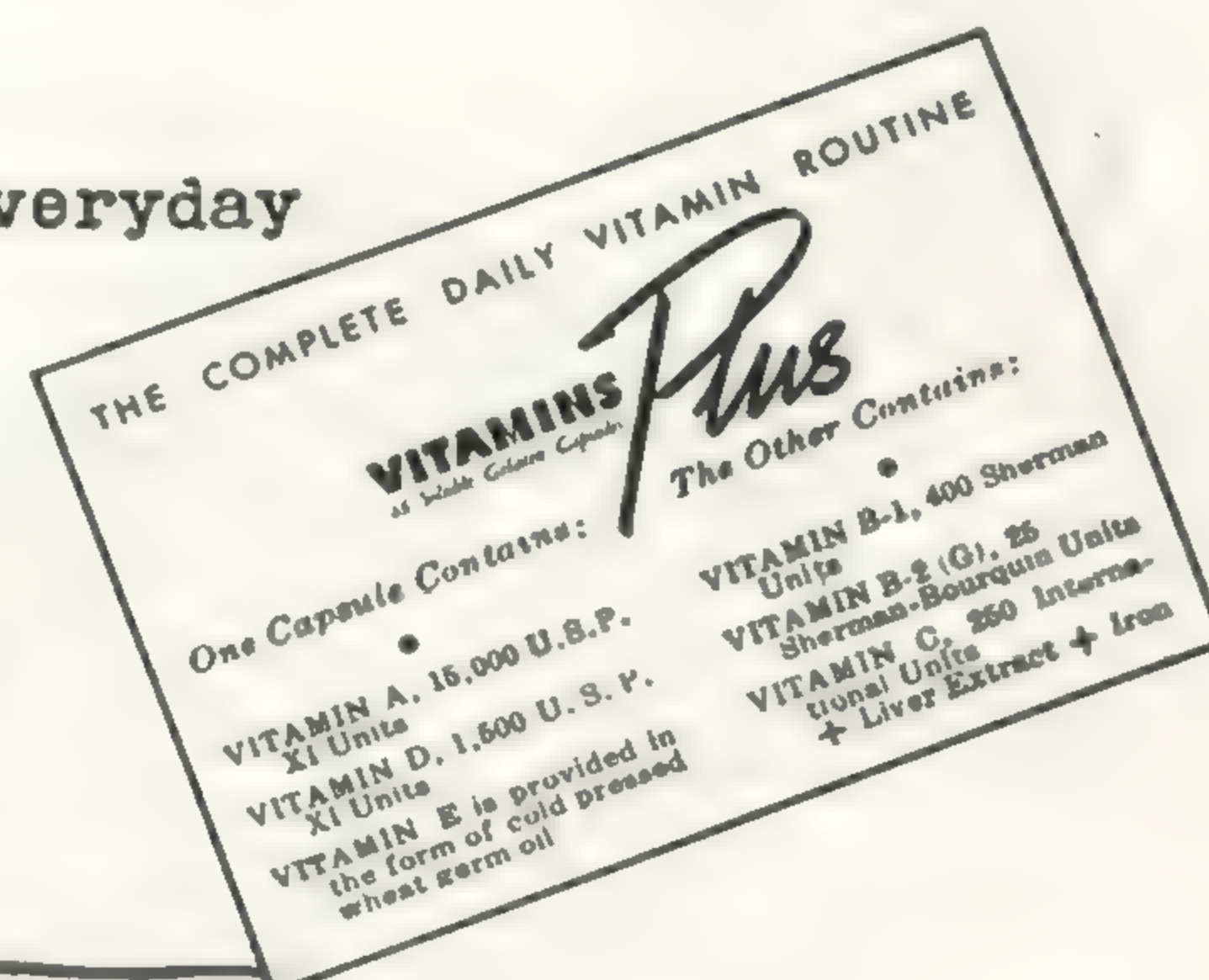
# Everybody is talking about Vitamins Plus



They say that wonders can happen . . . to you. Wonders? Yes . . . wonders of feeling thoroughly fit . . . of being awfully glad you're alive. They say that vitamins can be the secret. Which vitamins? All those important vitamins you may need.

Vitamins Plus once a day is the vitamin routine complete. In two tiny capsules it supplies vitamin groups A, B, C, D, E, G. And, for plus effectiveness, it also contains liver extract and iron.

Combat the strain of everyday modern living . . . be a very charming person to know. Vitamins Plus, a 24 days' supply — 2.75



Mail this coupon if no store in your town sells **VITAMINS PLUS**  
**VITAMINS PLUS, INC., 370 LEXINGTON AVE., N. Y. C.**

☐ Herewith is \$2.75 for a 24 days supply of Vitamins Plus.

☐ Please send me your booklet, "What Can I Expect from Vitamins?"

☐ Send my Vitamins Plus C. O. D.

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IN CANADA: 25 25 — MCGILLIVRAY BROS., Ltd., TORONTO

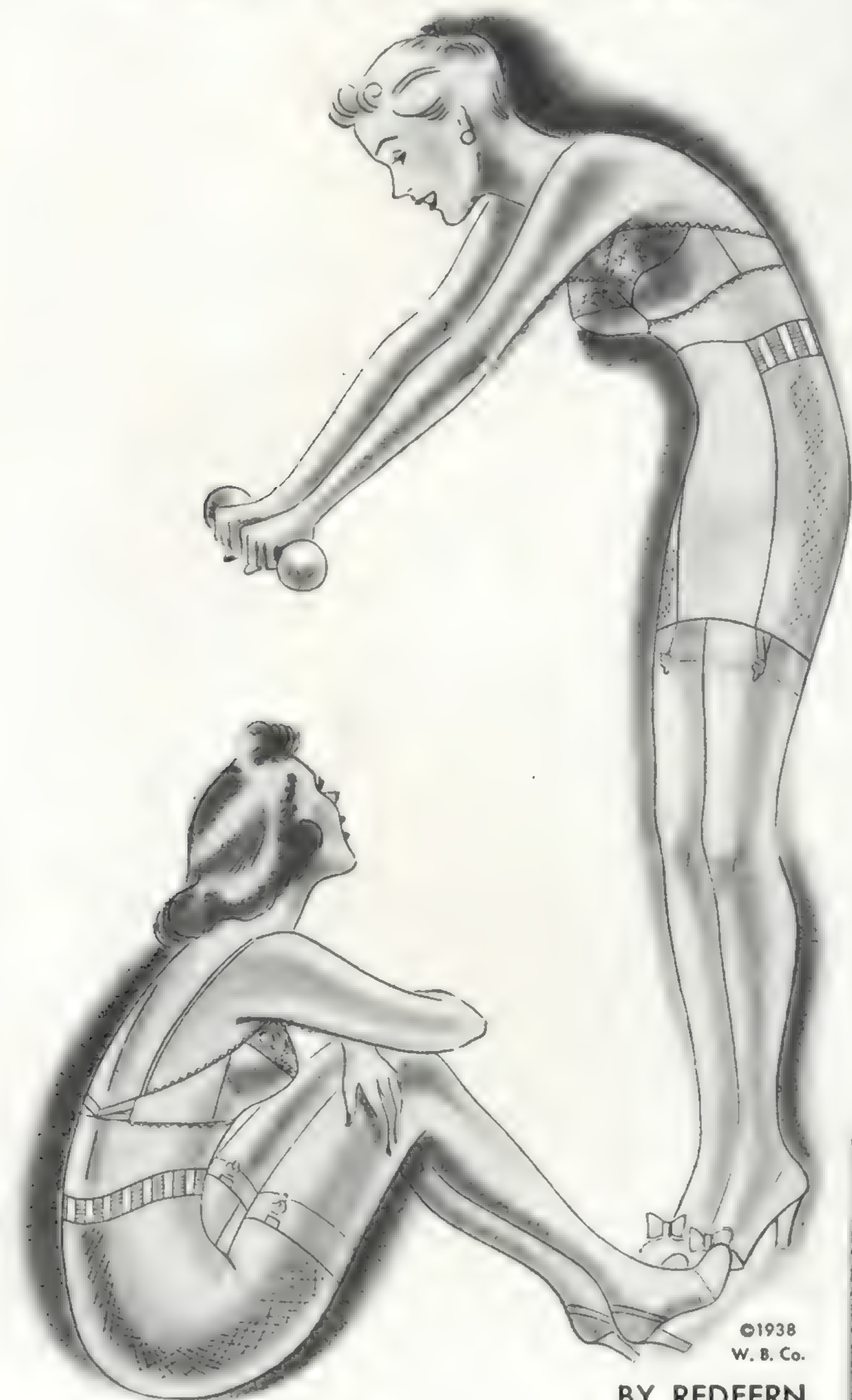
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"Sta-Up-Top"

LE GANT\*

WON'T ROLL OVER



©1938  
W. B. Co.

BY REDFERN

Your girdle problem solved! It stays up because it CANNOT roll down! A thin, smooth band of elastic, with boned pockets woven in, forms the top of the girdle. No more digging into tender waist flesh! You'll especially love it with sweater and skirts—and is it COMFORTABLE? Just you try one, and do a few waist bends—YOU'LL see! (It's exclusive with Le Gant.)

The perfect bra for "Sta-Up-Top" is A'lure the s-t-r-e-t-c-h-a-b-l-e bra—\$1.50 to \$5.

Write for booklet "Le Gant—The Corset That's Different." Dept. I.  
The Warner Brothers Co., 200 Madison Avenue, New York City

"Sta-Up-Top" Girdles and Panti-Girdles \$5 to \$20. At Better Shops

\*Trade Mark Reg. U. S. Pat. Off.

## ON HUNGARY'S HORTOBÁGY

(Continued from page 112) lived in for more than five hundred years. The stone floors are worn and damp from continual scrubbing, the beds smothered in soufflés of eiderdown, and there's not a piece of useless furniture. Kitchen, dining-, and living-room are all in one, with a pot-bellied stove, a gaudy painted chest and a chair or two. Strips of *Tarhonya*, the bland pastry ingredient of their spicy goulashes, festoon the ceiling. Cheese-cloth nets are spread carefully below to catch the brittle dough as it cracks and breaks off. The young son of the house picks out tunes on the zither, rolling his eyes sentimentally. The head of the house hands around glasses of sharp apricot brandy, swallows his neat, and brushes the remaining drops from his luxuriant mustache with the back of his fist.

The Hortobágy's new *Csárda* inn is gay and comfortable. A sultry gipsy orchestra and a chef whose heartening smile reveals a score of magnificent golden teeth, more than atone for the lack of modern conveniences. The inn is kept in fine style. (Rooms cost about a dollar fifty a day, and meals are equally inexpensive.) International sportsmen come here during the autumn, winter, and early spring to shoot wild geese, to sit before fires, smoking long porcelain pipes and drinking hot spiced wine from pewter mugs. The *Csárda* is enchanting in September. The bedrooms open out on a long, arched verandah which keeps the sun at a respectful distance. Garlands of peppers, onions and orange corn sway from the beams and spray down the walls. Inside it is cool. The four-posted beds, rush-bottomed chairs and heavy chests are painted vividly in old Hungarian style. The linen sheets are woven by hand, the eiderdowns—filled with feathers plucked from the breasts of belligerent geese who parade to and fro in the courtyard behind the kitchen.

### HUNGARIAN SWING SESSION

Evenings, the *Csárda* life centers around the dining-rooms and the bar. Old Hungarian platters stud the white plaster walls, bright linens cover the tables, the expertly carved wooden chairs are made comfortable with embroidered cushions. The chef, pleased with everyone and everything, stumps out of the kitchen baring his glittering teeth, holding aloft a giant fish, its gills still fluttering painfully. The fish, brought from a nearby lake, is tomorrow's delicacy. Waiters serve Hungarian dishes with urban skill: cabbage leaves plumped out with a hash of rice and pork, and goulashes, mysterious and satisfying. The Tokay wine tastes sweet on the tongue; the spiced wine—exciting.

With a crash of chords, the gipsy orchestra starts to play. Dreamily at first, then working up from a mild crescendo to wild passion. Lithe bodies encased in mulberry red gold-frogged uniforms sway with the music, eyes half shut, lank hair striping dark faces. Timidly at first, young cowboys and shepherds peer through the doorway. Hesitatingly, they crowd in, followed by a handful of giggling girls. The waiters clear a space. In a flash they're off in the breathless quick-time of the national dance the *Csárdas*. Dipping, stomping, the girls' petticoats fly high; the boys' wide sleeves cut arcs as they whirl. The chef claps his thick hands in time to the rhythm; the gipsy violinist bends double, his fiddle almost scraping the ground. Older *Csikós* and shepherds push in from the bar with long, thin brandy flasks in their hands, flowered hats tilted at incredible angles. Their boots, linked together with strings, hang round their necks like scarfs. Their bare feet look outrageously white in the flickering lamplight. (Sheer pride of possession makes the *Csikós* keep their boots in sight while they save precious leather.)

The dance is over. The gipsies loll on the threshold, cigarettes sagging from listless mouths, all animation burnt out of their faces. Outside, the sky is powdered with an incredible galaxy of stars, the ebony-black plain lit with faraway streaks of marsh-fire. The bobbing golden light of a carriage moves slowly away to some distant cottage. The *Csikós* come out of the bar singly, in pairs, boots still swinging from their sturdy necks. They shrug into shaggy fur coats (Continued on page 140)



# Bradleys go to College!

**REASON 1** Good travel togs are Bradley knits—especially this “turn-and-look” Loom-crafted suit with long-waisted silhouette, coat-type sleeves and swishing pleats.



**REASON 2** Warm for windy field trips, games and archery is this jerkin-front Bradley of cashmere and contrasting suede. A tailored lumberjack style, in Fall color combinations.



**REASON 3** You can lounge in Bradleys! For instance, this two-piece Bundura classic with jumper blouse and straight skirt. Lastex knitted into hemline of blouse gives snug fit.



**REASON 4** Bradley “week-end” knits are styled for games, visiting, traveling. This four-color plaid Cardigan jacket with French rabbit’s hair skirt has trim of harness buckles.



**REASON 5** You’re well turned out when you turn out for class in Bradleys! A French worsted rib knit with matching adjustable Hindu-fashion hat. Belt of multi-color braid.



**REASON 6** Bradleys (like telephone conversations) are often romantic. A Bradley knitted jersey with sunburst pleats. Old world or old family jewelry sets it off.

MARION MANSFIELD, Northwestern University, is busy—and attractive! Her honors list: 1938 Mortar Board, Gamma Phi Beta sorority, 1936 A.A.U. Low-board Diving Championship. Popular with her are Bradley knits. Six conclusive reasons for Miss Mansfield’s Bradley preferences are shown on this page.

Bradleys are part of many another coed’s college life from the day she arrives until she leaves in cap and gown. They have the tailored perfection of “imports,” yet cost little and require little care. Never wrinkle or stretch. Look well and clean well. In colors luxurious as the Autumn outdoors. At better stores everywhere. Bradley Knitting Company, Delavan, Wis.

Slip into a **BRADLEY** Care-free knit



## ON HUNGARY'S HORTOBÁGY

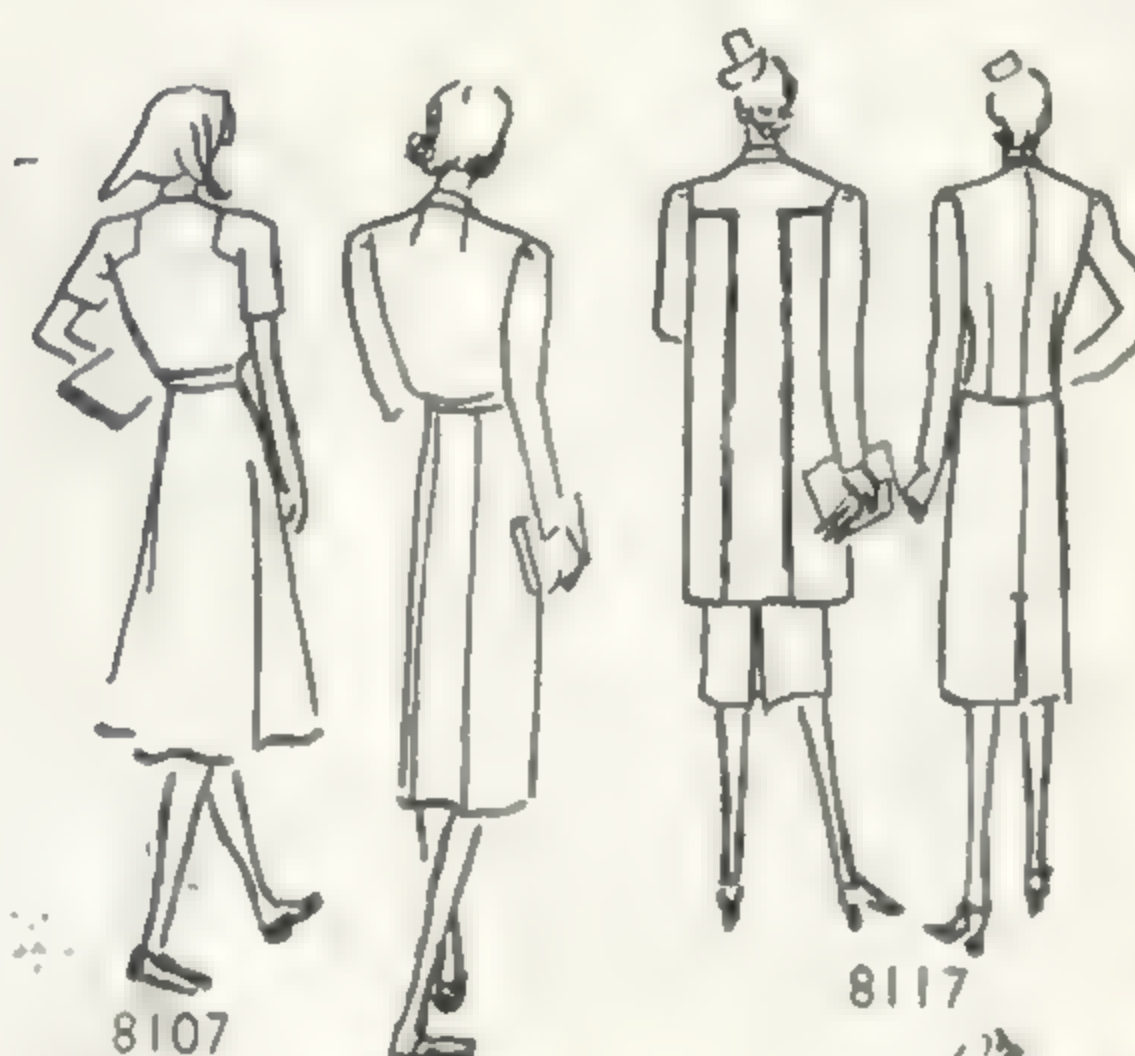
(Continued from page 138) and vanish silently into the night. The dawn is softly grey. Back of the *Csárda*, a rooster crows, geese mutter sleepily, a horse stamps and neighs tentatively. Before sun-up, a regiment of pigs shuffles by, snuffling, grunting discontentedly.

Early morning is the time to ride over the Hortobágy, to follow the winding roads, cutting across springy peat to linger while shepherds cook breakfast over tiny fires. Shepherds are called *Gulyás*, lower in the Hortobágy's social scheme than the elegant *Csikós*. The *Gulyás* forgoes embroidered coats, flowered hats, and follows afoot his exotic charges—slate-grey Asiatic cattle, huge beasts with towering curved horns.

Further on, near the well, the stark, gibbet-like sweeps of which can be seen for miles, the *Juhász* gather with their flocks of jet-black sheep whose strange medieval horns twist into unicorns' spikes. The *Juhász*, more humble than the *Gulyás*, spends his life on the open plain. Through the bitter winter nights, he sleeps wrapped in his fleece coat, close beside his flock. In the still hours, his piping drifts across the Hortobágy, faint as a sigh.

The sun glides high. On the far horizon, the opalescent mist gathers. The Hortobágy's people stand still, searching the distances with understanding eyes, waiting for *Délibáb's* mystery to unfold.

## DESIGNS FOR DRESSMAKING



Here's your syllabus for a course in allowance-stretching—Vogue's Designs for Dressmaking. Other views are on pages 128 and 129. Left, 8107, designed for sizes 12 to 20, 30 to 38; 8133, 12 to 20, 30 to 40; 8117, 11 to 17, 29 to 35; 12 to 20, 30 to 38



Centre row: 8129, designed for sizes 12 to 20, 30 to 40; S-4078, for 11 to 17, 29 to 35, and 12 to 18, 30 to 36; 8096, for sizes 14 to 20, 32 to 42. Right: S-4081, for 11 to 17, 29 to 35; 12 to 20, 30 to 38; 8124, for sizes 11 to 17, 29 to 35, and 12 to 20, 30 to 38



PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 69.



# "Campusette"

## ORIGINAL BETSYANN JUNIOR FOR FALL

Beautiful all wool suiting with vestee of pure silk duvetyn and snappy velvet ascot . . . In colors of black, brown and green . . . with contrasting vest.

At leading stores everywhere, including:

MARSHALL FIELD & COMPANY	Chicago
DREYFUSS & SON	Dallas
BITKER-GERNER	Milwaukee
CLASSIC SHOP	Great Falls
DAVID'S	Buffalo
DAVID'S	Cleveland
STEWART DRY GOODS CO.	Louisville
HUSOME'S	Fargo, N. D.
MARIE O. SIMMONS	Aberdeen, S. D.
WARD S. WILLIAMS	Waterloo, Iowa



ADOLPH R. HAAS, INC. • CHICAGO



**POLO**

**STROLLER**

**CAMPUS CASUALS**  
by  
*Walk-Over*

**DOG HOUSE**

**TYROLI**

**STROLLER:** Modern ghillie of cedar Llama calf with tan "mudguard" trim. Or all-black.

**POLO:** Mexican brown, green, blue or black sable suede with calf accents. Half-hite—that honey of a heel.

**DOG HOUSE:** Grand idea from the land of the Edelweiss. Roomy ski-toe. Scuff-proof, buck-finished leather in beige, brown or blue. Matching colored crepe soles with lots of bounce.

**TYROLI:** Unlined Salsburg softie. Flexible as a moccasin yet will keep its smart shape through rugged wear. Black or brownspice Llama calf. Leather pull-tab.

Walk-Over prices now from \$6.50 up. Slightly higher West. Geo. E. Keith Company, Campello, Brockton, Massachusetts.

**WALK-OVER, 510 FIFTH AVENUE  
NEW YORK • PARIS • LONDON**

Costume courtesy M. Sloat Co.



# FRESHNESS

## IN THE MORNING MODE AND MOOD



A white batiste morning coat trimmed with Valenciennes lace and worn over a white batiste nightgown trimmed with the same lace and threaded in pale blue satin ribbon.

From . . . Saks Fifth Avenue.

The Staffordshire breakfast china is from . . . Wm. H. Plummer & Co.



Copyright, 1938, by P. Lorillard Co., Inc.

Every pack is wrapped in two jackets of Cellophane; the outer jacket opening from the bottom.

## For morning-after Freshness Smoke ever-fresh Old Golds

Oh, to be fresh, cool, crisp in the morning, both in mood and mode! Smart summer breakfast garb to make you *look* the part. And Old Gold Cigarettes, smoked the night before, to protect you from the unpleasant aftermaths that often follow when cigarettes are stale. Old Gold is always FRESH and always mellow and smooth. Its delicate flavor is cunningly safeguarded by a double Cellophane wrapper—two jackets instead of one; the outer jacket opening from the bottom of the pack and providing a *double seal*.

TUNE IN on Old Gold's Hollywood Screenscoops, Tues. and Thurs. nights, Columbia Network, Coast-to-Coast

## URNS WITH A GOURMET



Viennese chocolate cups are a brilliant inspiration for after-dinner coffee, charming in shape and holding more than the proverbial thimbleful. The cups, inspiration, and English silver are all from Alfred Orlik

THERE are moments when the thing you want most in life is a glass of champagne. And where is the champagne? In the wine cellar, or perhaps not even in the house. And the business of cracking ice and waiting for the chilling takes the edge off of your idea of just sitting where you are and having the champagne appear before you, ready for the cork to be pulled. The next time such an urge strikes you—say just now, for example—ring up Julius Fisher, at Plaza 3-5160. They will send you at a moment's notice Mumm's Cordon Rouge, packed in ice up to its neck in a papier-mâché cooler. (This means, naturally, if you live in New York.) It arrives at the perfect temperature, and the whole procedure makes you feel as though you had wielded a magic wand, as well as impressing your guests and making them happy. If you have ripe peaches in the house, put them in tall, conical glasses and pour the champagne over them, and you have something rather special. Otherwise, regulation champagne glasses will still serve very well.

The thought of peaches brings to mind a recent discovery. We have always felt that most of the beautiful, firm peaches that emerge from tins lack some of the flavour of the less beautiful variety that people preserve in their own kitchens. Consultation with an expert on such matters revealed that most of the peaches of handsome appearance are the "cling" variety that can be tinned without spoiling their shape. But there is a variety of Home-Style Freestone peaches known as Heart's Delight put up in tins, and they are delicious, with the true made-in-your-own-kitchen taste. You can find these at any of the Reeves stores, and they are well worth finding. Serve them plain, very cold, or reduce the syrup and add a liqueur to it.

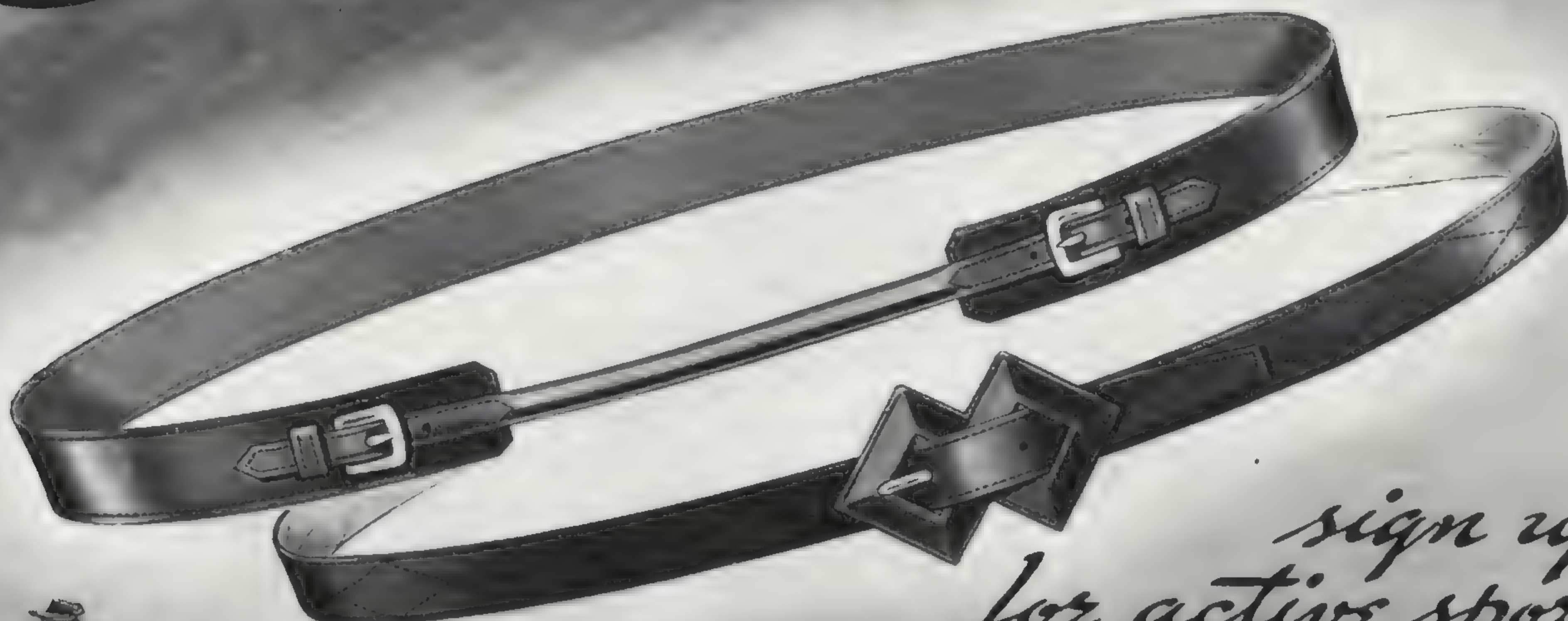
If bread seems a step removed from champagne and peaches, be advised that the bread we are about to acclaim is hailed with panegyrics by epicures. This is the Pepperidge Farm Bread made of fresh stone-ground whole-wheat. It started its career as a health bread and is still important as such, since it is recommended by many physicians in dietary régimes. But we are writing about it because it is so wonderfully good to eat.

This bread is made by Mrs. Henry Rudkin and gets its name from her Pepperidge Farm at Westport, Connecticut. She tried making it first for herself, when her doctor suggested the importance of the fresh flour with the live wheat-germ in her diet. The stone-ground whole-wheat proved pretty difficult to cope with in baking at first, but when she had mastered it, she sent some to her friends who started ordering it at once. Now the bread, still baked in her own kitchen, is sent fresh daily to such New York shops as Charles, where you can buy it for yourself.

The delicious taste of fresh whole-wheat makes it the kind of bread you can go on eating indefinitely. It is superb sliced very thin, with fresh butter, or toasted, or for tea-time sandwiches.



# Criterion Belts



*sign up  
for active sports*



Criterion Belts are groomed to take a prominent part in all school and country activities. The calfskin belt with the miniature harness buckles and the diamond-stitched belt are typical Criterion fashions that will be much sought after this Fall as team-mates to luxurious sweaters and tweeds. On sale at leading stores everywhere, at about 1.50 and 2.00.

SLOTE & KLEIN, inc. • NEW YORK

*world's premier maker of quality belts for women*

Copy. 1938, Srote & Klein, inc.

•Reg. U. S. Pat. Off.

## THREE "TRULY SUPERB" LEATHERS

- CARESSUEDE
- CARESSKID
- SUPER-LAV  
(a superior doeskin)



CLASSIC GLOVES • WASHABLE  
CORRECT COSTUME SHADES

THE SUPERB GLOVE CO., Johnstown, N. Y.

**FLEXIBLE  
AS AN  
INDIAN  
MOCCASIN**



**HAND LASTED AT THE BENCH**

NO OTHER SHOE is quite like "Sportster" Saddle-Moc. Like a moccasin, your foot is completely encased in soft upper leather. Flexible? It is as pliant as a young willow. Yet its feather-light Du-Flex GumSar sole is twice as thick as an ordinary sole and will actually float. Exclusive foot-moulded last. Six popular combinations.

A. SANDLER CO., BOSTON, MASS. • ON SALE AT LEADING STORES



## FANTASY IN TASTE

(Continued from page 119) His essay on a Lady's Library (1771), describing a room where pyramids of china are mixed with books and pamphlets, makes one sigh for the non-existent camera. How we would love to have seen those shelves, where "Quartos were separated from Octavos by a Pile of smaller Vessels which rose in a delightful Pyramid."

Recently the *New York Times* published an item about an Eighteenth Century Louisiana gentleman who planned a spectacular wedding for his two daughters. He ordered a shipload of spiders from China, "which were released in the mile-long avenue—the trees were webbed with thousands of yards of filmy lace. Couriers brought from California hundreds of pounds of silver and gold dust: and Negro slaves with hand-operated bellows sprayed the glittering metal over the webs." This "glittering fairy canopy" led to the altar in front of the white columned house.

An obvious effort at fantasy is pitiable. A custom that is picturesque in Capri may be just plain silly when transplanted to New York. I know a lady who has a silver bowl of perfumed water with flowers floating in it passed around by her butler at finger-bowl time—embarrassing her guests.

The most thrilling example of modern day pageantry I have experienced was at the Château de la Verrière, near Versailles, Mr. Arthur Moulton's enchanting château. We had been told that Ravel would be there, which was exciting enough. Late that afternoon, I was walking in the garden, an orderly parterre originally designed by le Nôtre and restored by Mr. Moulton. I was puzzled by the little thick glasses, placed at intervals along the edges of the parterres. I asked what they were for, but was told to wait until later for an explanation. While we were at dinner, servants placed candles in all those little glasses (there were 2240 of them—I shall never forget!) and when we came out on the balcony overhanging the moat, after dinner, there was the long garden, lighted by these myriad twinkling candles, the dark forests closing in on the sides, and one great jet of white water far away at the end of the garden. To this add Ravel and his small group playing his new sonata!

## FANTASY—THE TRANSFORMING TOUCH

Fantasy is an expression of personality. Who remembers a house just because it is good? You may have the services of the best architect and decorator and buy the finest and most correct things. But if there is no spark of fantasy in your house, it is a dud.

But sometimes fantasy is an accident. I know an old coloured woman who papered the walls of her Georgia cabin with wall-paper samples. Some one gave her a sample book, and she made a bucket of paste and papered her walls with these hundreds of bright patterns. It satisfied her colour hunger, and gave me a thrill down my spine. I have heard of a house which still exists in Maryland where an Indian who likes sparkle covered all his door frames with mica. I know there is a floor in Cuba made of mother-of-pearl.

I suppose we must place Miss Florine Stettheimer at the head of New York exponents of fantasy. She, you remember, did the décor for Gertrude Stein's "Four Saints in Three Acts." For years she has followed her own line. She collected lace curtains when they became unfashionable. She painted her furniture in Valentine colours, and surrounded herself with gay, clear, bright things when every one else was worrying about correct period rooms. Just to give you an idea: she has curtains of sculptured gold paper in her dining room!

Mrs. Juliana Force is another early and independent fantasist. Her apartments on the upper floors of the Whitney Museum are known to hundreds of favoured people. It gives you sheer delight to walk through her lovely rooms, with their wealth of mother-of-pearl and papier-mâché furniture, where old embroideries, painted glass, pearl-fringed satin curtains of sky-blue, shells in every guise, blackamoors, every sort of Victoriana are mixed with her great collection of modern paintings.



FOR EVERY STUDENT PRINCESS

*Saybury*  
HOUSECOATS \$6<sup>50</sup>

Two in a group of exciting new housecoats whose name you will want to remember. For in "Saybury" housecoats you have the exquisite taste and quality that is out of all proportion to their modest price.

At left. Handsome satin-striped rayon in a zipper housecoat with swing skirt. Dawn blue and dusty pink with contrasting stripes—and washable! Sizes 12 to 20 and 11 to 17. At right. Cuddledown polo lounge coat, completely man-tailored in the Hollywood wrap-around manner. Aqua, dusty pink, copen, wine and royal. Sizes 12 to 20.

Chicago . . . . MARSHALL FIELD & CO.  
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If you cannot find them, write to ELIAS SAYOUR, 31 East 31st St., New York





*never a dull moment*

with imagination like this . . . spice, zest, fun and humour concocted into the most brilliant handkerchiefs you've ever seen. You'll find them in all the finest stores.

A . THE BOUGH is a glorious spray on a silk and wool square with a linen handkerchief to match.

B . SEA SHELL . . . every shell overflowing with graceful flowers.

C . RIBBON RUCHING . . . a dramatic combination with stripes and colors . . . a steal from fancy formals.

D . PIN HEADS . . . huge flowers with pinpoints for centers and patterned borders.

E . CALICO FLOWERS . . . like a kid cuts out paper dolls we cut out flowers and strewed them on linen.

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G . THEATRE . . . part of a surrealistic series . . . flowers and faces made out of all sorts of crazy things.

H . PETTICOAT FLOUNCES . . . all the forry petticoats of the Victorian lady tiered into an all-over design.

**"Best Seller" Handkerchiefs**  
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*Yolande*  
**BRA-VO**



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Bravo for the BRA-VO! Exquisitely hand-made . . . luxuriously skin-caressing . . . this bra-eliminating slip or chemise sculps your bosom . . . flattens your diaphragm . . . glamorizes you as no other underthings you've ever worn. Slips in pure silk crepe or satin, 3.95 and 5.95. Chemise, 3.95 and 4.95. At fine stores here and abroad.



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CLASS CONSCIOUS!

*Helen Harper Sweaters*



Superbly done little campus sweater in a natural Cashmere tone that ties up with any skirt. Ribbed knit and light as a puff of smoke. Settles all your problems in **2.98** economics, too, for it's only

At smart stores everywhere  
Slightly higher west of the Rockies



BLUME KNITWEAR INC., 141 WEST 36TH STREET, NEW YORK



Upper Classmen Say:

"bring along some knits"



Featured by smart  
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Write to receive  
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WEAR A  
*Marinette*

THE ARISTOCRAT OF KNITTED WEAR

MADE IN U.S.A.

## EXTENSION COURSE

THERE are, we've discovered, mice at college. Mice who haven't changed their hair-do since boarding school. Mice who always buy the same shade of lipstick. Mice who wash their faces and just sit and wait for glamour to descend upon them, instead of rolling up their sleeves and doing something about it. Are YOU a mouse? Are you timid about such modern improvements as, say, lipstick pencils—or, worse, do you think of them in a vague, impersonal way, as you would the war in Spain? Come, now. The autumn competition is about to begin. And here on these pages are some of the newest beauty tricks—chosen especially for college—that will help you make the most of the face with which your ancestors endowed you. Assuming that you know the ABC's of beauty, we're giving you these ideas as an extension course.

Little bows in the hair are practically a college trademark—and here's something new to do with them. Instead of tying them to bobby-pins, go down to the five-and-ten and get yourself some of those little coloured side-combs, tie the bows to *them*, and use the finished product to catch your hair in place. (Sketched above.) If you're still scared of Up hair—shame—just sweep up the sides.



LITTLE BOWS IN YOUR HAIR—  
TIED TO COLOURED COMBS



A BRIGHT KERCHIEF OF OIL-  
ED SILK—SO LET IT RAIN

If it's always your luck to have the sky let go with a cloudburst just after you've had your hair done, carry one of the new oiled silk kerchiefs in your pocket. It folds into nothing, and is a duck's back for shedding water. That's one at the left.

Another class-to-class godsend—especially when you have a date afterward—is a packet of Dreskin "Coolies," cleansing pads that remove grime before you start repairs. Said repairs can be made very well with Matchabelli's white-enamelled compact for cake powder, very non-spilling. And their new automatic lipstick, which refuses to let in loose tobacco crumbs.

If you can't persuade some admiring relative to give you Elizabeth Arden's "Essentials for Loveliness" kit (below) there's nothing to do but buy one yourself. It's stupendous, colossal, terrific at the price, and destined to be the great love of your life. There's Ardena Cleansing Cream, and Velva Cream, and that miraculous back-to-life Velva Cream Mask. There's Ardena Skin Tonic and a wash-cloth impregnated with soap. There's cream rouge and eyeshadow and powder and liquid powder foundation. There's Elan perfume. There's even a packet of tissues. (All that ought to hold you for some time.) You'll keep the kit on your bureau and you won't move a step week-ends without it.

For week-ends, of course, you want to be at your peak—and that goes for your complexion. Helena Rubinstein's Beauty Grains do much to forestall the disconcerting blemish that crops out the morning of the big dance. But if by some mischance your complexion does decide to misbehave, all is not lost, for there's Helena Rubinstein's Snow Lotion, a liquid that glosses over the offending bump. It also gives surface-of-a-pearl look to arms and back.



ELIZABETH ARDEN'S NEW KIT—  
"ESSENTIALS FOR LOVELINESS"



# IN COLLEGE BEAUTY

The lipstick pencil, admittedly not a naïve item, is the final flourish for a dance. (Professional models always use one, to outline and even re-design their mouths.) A '36 college girl took a lipstick pencil back to her college prom recently—and all her friends rushed to try it. The same girl, by the way, was the only one with Up hair at the dance—and a sensation. (Need we diagram the moral?) Another lip-trick is Max Factor's Gloss—a brand-new finishing salve that movie stars use over their regular lipstick, to give their lips a luscious shine without having to keep moistening them.



A LIPSTICK PENCIL, TO  
OUTLINE YOUR LIPS

Experimenting with your hair is probably one of your favourite indoor sports—and there's a new curler, sketched below, which ought to make it even more of a pleasure. (They call it, Kleverly, "Klever Kurler.") This involves a cold iron, with which you roll up your curls, and a handful of featherweight aluminum curlers that hold them in place. No wisps escape. Note: Hide these curlers from your room-mate. Also useful is the two-in-one gadget called "Brushkomb," which sneaks in a good brushing as you comb your hair. That should hush your talk about not having time to wield a brush.



NEW CURLERS, LIGHT AS  
AIR AND VERY NON-WISPY

Now is a good time to bring up the subject of the *condition* of your hair. You'll go hatless frequently, swim in the pool, ride in windy roadsters. And lest your hair get that bale-of-hay look and feel, spray it with Ogilvie Sisters' "Protecsun," which keeps it silky and amenable to any kind of curling.

If your hair has acquired a faded tan shade, and you want to get a few bright lights in it, there are good vegetable rinses that will bring new life and will rinse out harmlessly in your next shampoo. You can use these yourself if you are a home shampooer.

Items for after-hours talk sessions: the Razorette, scarcely bigger than a bracelet-charm—an inch and a half long, to be exact. It comes in a tiny pear-shaped case, and keeps you fuzzless with practically no effort.... Eye-Gene, which makes your eyes bright and clear after a dip in a chlorinated pool or a fast spin in an open car.... Helena Rubinstein's new eyelash darkener and grower, in a golden swirl box, providing a dewy-eyed look in the daytime.... Fixative for your nail polish—applied over your pet colour, to keep it intact indefinitely, even through such exigencies as typing or lacrosse.... Bubble bath, to get you in the proper spirit before the dance of the year. (It makes you feel as enchanting as your favorite heroine, and also slightly naughty.) The effect—as if you took a bath in a bank of fleecy clouds.



BUBBLE-BATH—LUXURIOUS  
CLOUDS OF WHITE FOAM

## YOUR "GAIT-WAY" TO GRACE AND CHARM



EDIE  
(pattern)



KARIA  
(pattern)



PALISADE  
(pattern)



UMBRIA  
(pattern)

\$5 AND  
\$5.50

To walk gracefully and preserve your charm of manner you'll need the snug-fit heel and cushioned arch of Heel Latch Shoes. Disguised under a smart exterior of soft-as-silk leathers and daringly cutout styles, these shoes are specially constructed to hold their shape and retain their buoyant support, keeping you always at ease.

# Heel Latch SHOES



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# STARDUST



*The New Sheer Wool  
for Campus Fashions*



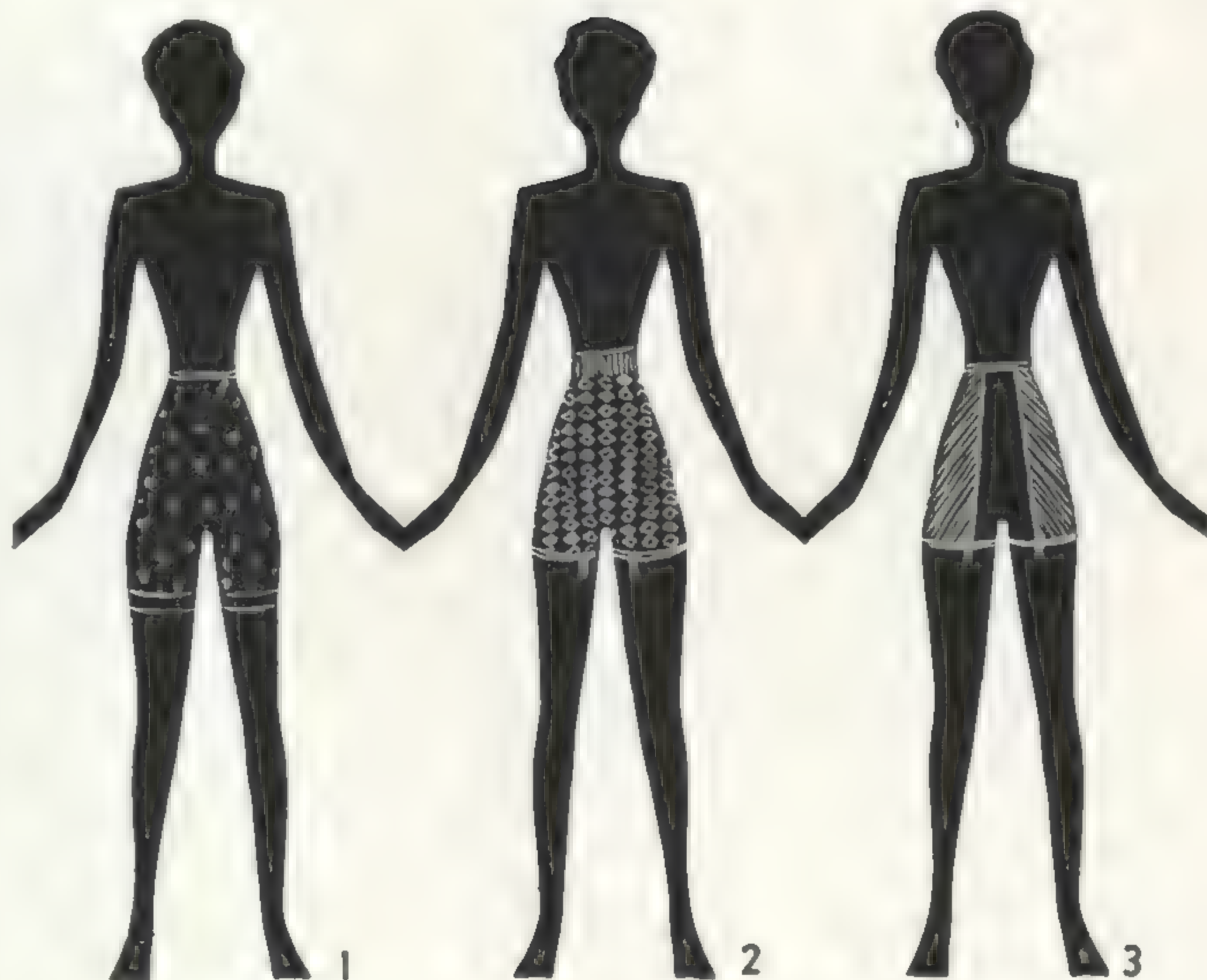
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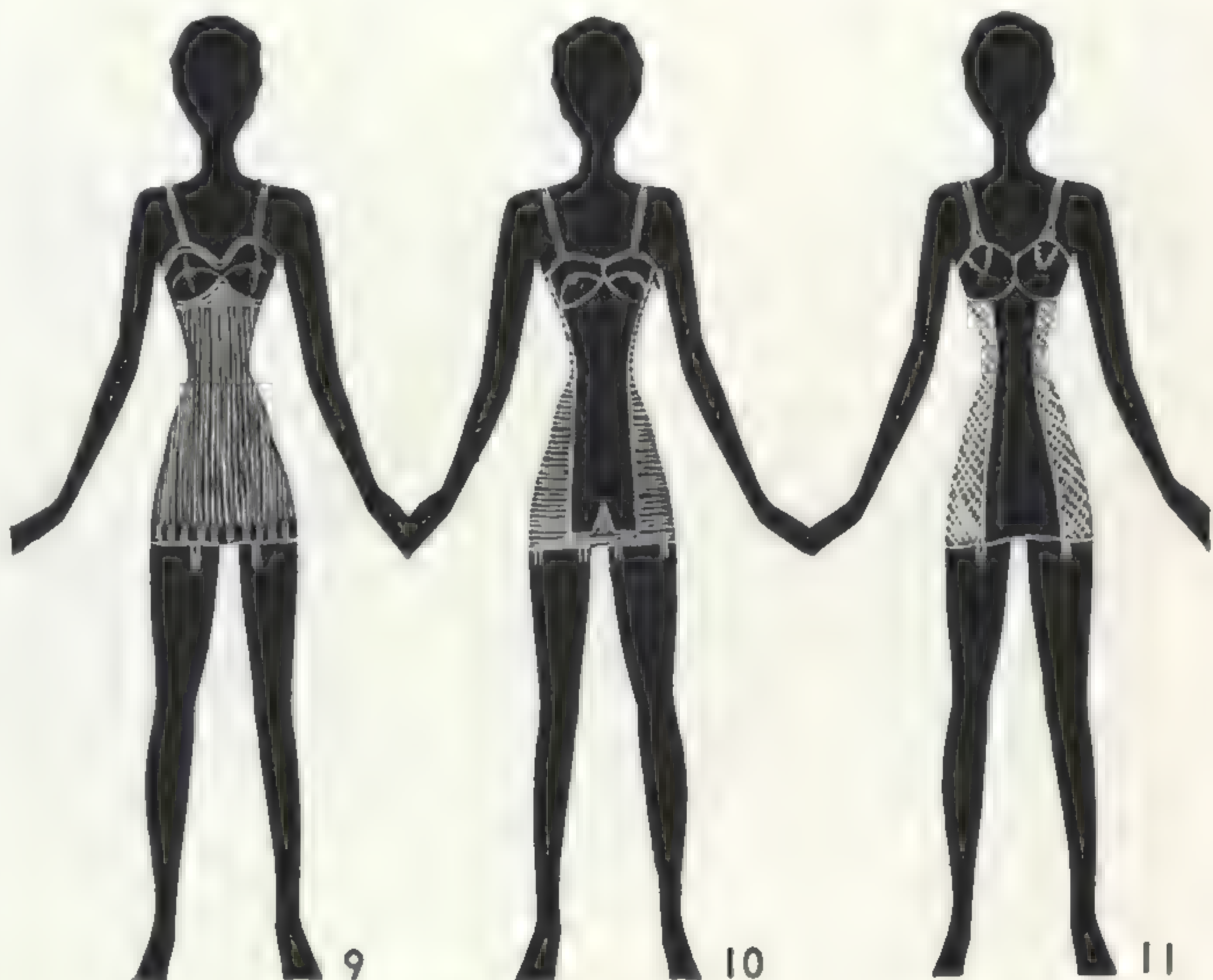
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## NEW FOUNDATIONS



**GIRDLES.** Two for every college girl.  
5. Knitted girdle by Vanity Fair; invisible bones at the waist-line. McCreery  
6. Slimtite girdle of leno mesh with panels of satin with "Lastex." Marvelous for evening. From Bloomingdale  
7. Kleinert's reducing girdle, half rubber, half batiste with "Darleen." Wear it front or back. Bloomingdale  
8. Seamless girdle knitted with elastic by Amasia. Separate, rigid front panel, Talon-fastened. Lord and Taylor



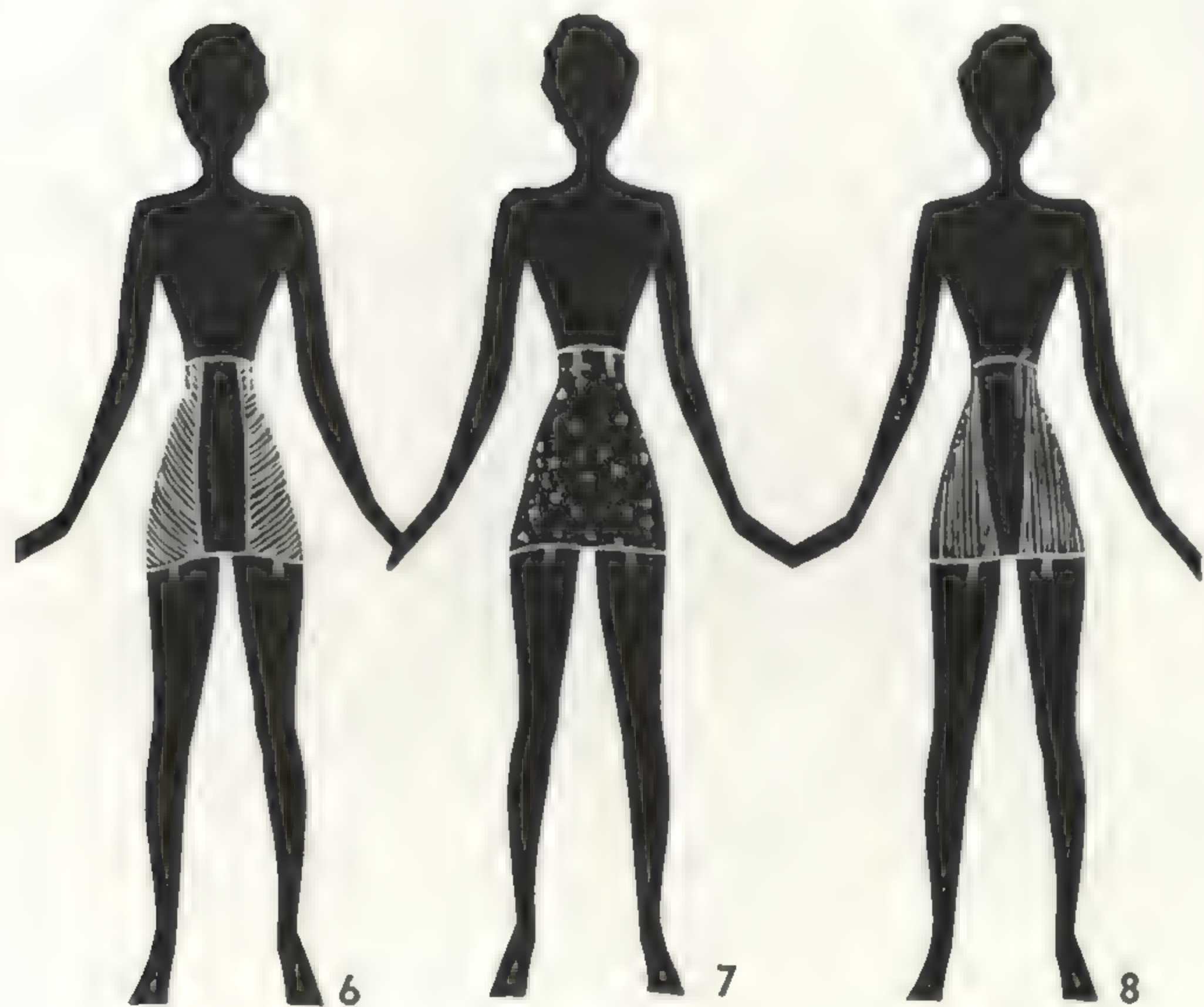


# FOR THE STUDENT BODY



THESE days, with foundations as light and washable as lingerie, you'll probably want about five to pack in your college trunk. If you're average, you'll need, say, two pantie-girdles, two girdles, one all-in-one, to keep you in form all year. The ones on these pages won't put a kink in your allowance, either—five together cost less than \$20.

**PANTIE-GIRDLES.** Two—evening; sports.  
1. Luxite's—lace with "Lastex." Best  
2. Pantie-girdle with cuff waist-band, by Van Raalte. Lord and Taylor  
3. Kayser's leno pantie-girdle; panel of satin with "Lastex." Franklin Simon  
4. Real-Form pantie-girdle knitted with "Lastex." From John Wanamaker



**ALL-IN-ONES.** At least one—for control.  
9. A Vassarette all-in-one, woven with "Lastex." Proportioned top. Best  
10. Vanity's all-in-one of leno woven with "Darleen;" spun rayon panel. It stretches all across the lower edge.  
11. Flexees foundation of lace Lastique, with a very low back. Perfect under a slinky evening dress. Best  
12. Carter's knitted all-in-one with a new pantie-bottom. It's Talon-fastened. Good under slacks; for evening. Best



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fore'n' aft  
reducer-girdle  
\$200

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While you're studying in the library, let Sturdi-flex discipline your derriere. When you're exercising, turn the Sturdi-flex about so it will get in its good work on your tummy!

Worn either way, "Turnabout's" a grand girdle—a marvel of comfort and effectiveness.

P.S. Both girls are wearing Kleinert's Bra-forms—uplift bras with shields attached—to protect their frocks from under-arm moisture.

Ask for Kleinert's "Turnabout" 14-inch length at the NOTION COUNTER of your favorite store or send check or money order for \$2 (16" length \$2.50) and your waist and hip measure to I. B. Kleinert Rubber Co., Dept. V, 485 Fifth Avenue, New York, N. Y.

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## COLLEGE HOUSING PLANS

**Y**OU may plan to spend every week-end at Princeton. You may think that between week-ends, you'll be so busy that your college room doesn't matter much. Just a place for secluded study and so many unconscious hours at night. But it isn't. It's where you're going to live for four years. And four years' living with senile furniture and bedspreads that fight with the curtains is a long time, no matter how much reading you do in the library, or how many house-parties you manage.

The skeleton of ameublements generally supplied by the colleges is this: a bed, a chest of drawers with a mirror, a straight-backed chair, usually a rug, and, sometimes, a desk. Nails in the walls or even doors are frequently taboo, which means that your pet pictures will hang from the moulding. This is annoying but, at least, it prevents the banner-and-picture-smothered effects you've seen in antique snap-shots of bygone college rooms. It discourages hanging an overpowering battery of foreign railway posters too.

First, find a desk. And don't listen to the thoughtful upper-classman who counsels you to wait 'til you get to college and then pick one up second-hand for a song. Find a desk that will hold your typewriter, books, papers, ink, unanswered letters, and leave room for your elbows. Find bookcases that look well with the desk, and buy a supremely comfortable chair to flop in. Have a little table near your bed for your alarm clock and favourite photographs, with room underneath for magazines. And pick out several sturdy reading-lamps, one of the standing variety to place near your chair. If your family is the blessed kind that sends food every now and then, have a tin mice-proof container. (Community ice-boxes are preyed upon by mice too—of another species.) Choose two bedspreads that don't mind being sat upon, and make your bed look like a couch by ranging cushions along the wall. Get frill-free curtains that let in lots of light. Fresh dotted Swiss takes the chill off the somberest room, but glazed chintz or printed cotton take less laundering.

### PAINT WITH RESTRAINT

And while your head is full of colour schemes, decide on one that will fit amiably with any reasonably neutral background, for you may have a different room each undergraduate year. If you can't resist unpainted furniture, cling tightly to your sense of colour when the lure of the paint-brush surges over you. Bright pink and Nile green are lots of fun while you're splashing them on, but the staid shades make better roommates in the long run. You don't want your furniture so startling that it closes in on you.

Without spending vast sums, you can manage a room that's really fun to be in. Macy's, for instance, have some cotton curtains woven in a taking plaid pattern of yellow, green, brown, and white. Mate them with a tough cotton bedspread, matching the brown check. And all for about \$19. For the same sum, your chair can be upholstered in a long-suffering yellow rough linen. Your desk could be a smart blond wood, flat-topped, with drawers down one side—about \$33. Blond wood bookcases to match cost under \$13 each, or find one that fits into a neglected corner and holds everything (about \$28). If you need a rug, Lord and Taylor's have a dark brown nubby cotton one that's soft and reversible. In the four-by-six size, it costs only \$11.

There are lots of things you can't plan on, not having seen the actual room you're decorating, but you can be pretty sure that Macy's white textured cloth curtains bound with dark pinky-red rope would be congenial. (The price is too,—about \$6.50.) With these, perhaps, a spread of plain mattress ticking that looks like old-fashioned chambray and doesn't cost much by the yard. Or else, a monk's cloth spread in the dark-red shade for your bed.

Another budget-balancing scheme is to have unbleached muslin, welled in your favourite colour, for curtains, and a rough hop-sacking spread to match the welting. Bloomingdale's have an unpainted wooden desk for about \$10, with which to complete the colour plan and justify your urge to paint.



## COLLEGE HOUSING PLANS

The shelved right side will harbour either books or your prized flock of glass lions.

Gay as the Highland fling are the Scotch plaid gingham curtains you find in Lord and Taylor's. They're casement length, for about \$5. Buy, with proper Scotch economy, a sail-cloth or denim bedspread, and edge it all the way around with a single row of plaid welting. If you're sure of having a sunny room, go in for wine, dark-blue, or brown, denim, and peasant-like curtains trimmed with white rickrack. They come in sets (spreads and curtains) for only \$7, at Lord and Taylor.

If you like to sew, buy some pale blue denim at Bloomingdale's for next-to-nothing a yard. Fray the edges, border them with big red cotton stitches, and tie the curtains back with upholsterer's tape.

If your college doesn't give you a rug and you can't wheedle one out of your own home, buy one of those Indian numdah rugs, with monotone embroidery all over a white background. About \$6. Or invest in a few hand-made hooked rugs. These run from about \$5 for the two-by-four size to \$15 for a larger one. Or put down a cotton rug, in almost any colour, with a fringed border. Light your way through heavy reading assignments with a double-decker maple table lamp from Bloomingdale, or an indirect chromium one from Lord and Taylor (about \$15).

### FINISHING TOUCHES ARE FUN

Having bought the bleakest necessities, you can have fun for four years filling in with little things that make a room spell y-o-u. Cover a big cork or wooden board (a bread board will do) with felt, and stick your favourite snap-shots to it with bright-capped thumb-tacks. When you're off on trips in vacations, buy presents for your room at college: swatches of some native fabric to use for pillows; a queer wooden bowl to put fruit in.... One girl we know bought reproductions of her favourite modern paintings and framed them, for almost nothing, in bamboo. Another—very musical—girl hung photographs of famous musicians' hands on her walls.

Fill a picnic basket full of imitation geraniums, or better still (if you can remember to water them) line your window-sill with real geraniums in white pots. Have a teakettle—an electric one, if you're a confirmed tea-drinker. Bloomingdale's have a complete set in nickel, electric pot, cream pitcher, and sugar bowl, for under \$14. And there's a white crockery cookie jar, decorative even when it's empty, for the huge sum of about \$1.20.

Little chintz-covered chests cost less than \$5, and hold stockings, gloves, make-up, and four pairs of shoes. (Buy two, shove them together under a glass top, add a mirror, and you've a perfectly good dressing-table.) Other bright ideas from Bloomingdale's: a good, strong luggage rack to hold your tea-tray, when not supporting a suitcase; a cork-insulated jar with tin boxes fitted into it, if you've a weakness for perishable cheeses; a cedarized box that rolls under your bed, for extra woollen things.

Pull over your knees on cold days a quilted cotton patchwork quilt or one with large checker-board checks, or a thin wool blanket, for about \$7. Pile pillows behind you: tiny seer-sucker patchwork ones and big fat linen ones; others with mottoes on them, like "Never complain—never explain." (These are from Lord and Taylor.) Or get a three-way pillow at Altman's to match your bedspread.

So that your closet won't become a wilderness of lost skirts and stray shoes, have a striped piqué closet set: hat-box, blanket-box, hangers, clothes bag and hat-stand. A tiny tent of a cretonne shoe-bag will hang from the closet rod and hold seven pairs of shoes. The rest can roost on a standing nickel shoe-rack, flat against the back of the closet.

Hint around until some one gives you a jewellery box, one of those tooled leather ones from Altman, perhaps, with a lock, for your money, good jewellery, and private letters. Find a waste-basket that's good looking but hard to fill, for those dark moments when genius refuses to burn. Such as Lord and Taylor's amusing natural-coloured raffia basket, for about \$2.



## Luxurious new Fur "Toppers"\*. . .



Warm and gay over your wool dress, untrimmed suit or coat. Important new fashion for this fur-loving year.

### Kidskin half-n-half Topper\*

(top). Cozily covers you front and back. Grey kidskin. 45.00

### Calfskin jerkin (center).

Cream, shaded beige or brown. 29.95

### Baranduki Topper\*

(left). Fitted at shoulder, with collar, 19.50

Other Toppers\*, not illustrated, in a variety of smart furs. Street Floor

\*U. S. Reg. App. For

*Lord & Taylor*

Fifth Avenue, New York





## Laskin Mouton

The sensational new dyed lambskin that Paris launched and smart America adopted last season. A heaven-sent solution to the college girl's coat question and a delightful double to save the wear and tear on your mink. Processed to a rich brown, it comes in a selection of styles at an unbelievably modest price. The model illustrated, in sizes 12 to 20. **Lord & Taylor**, New York.

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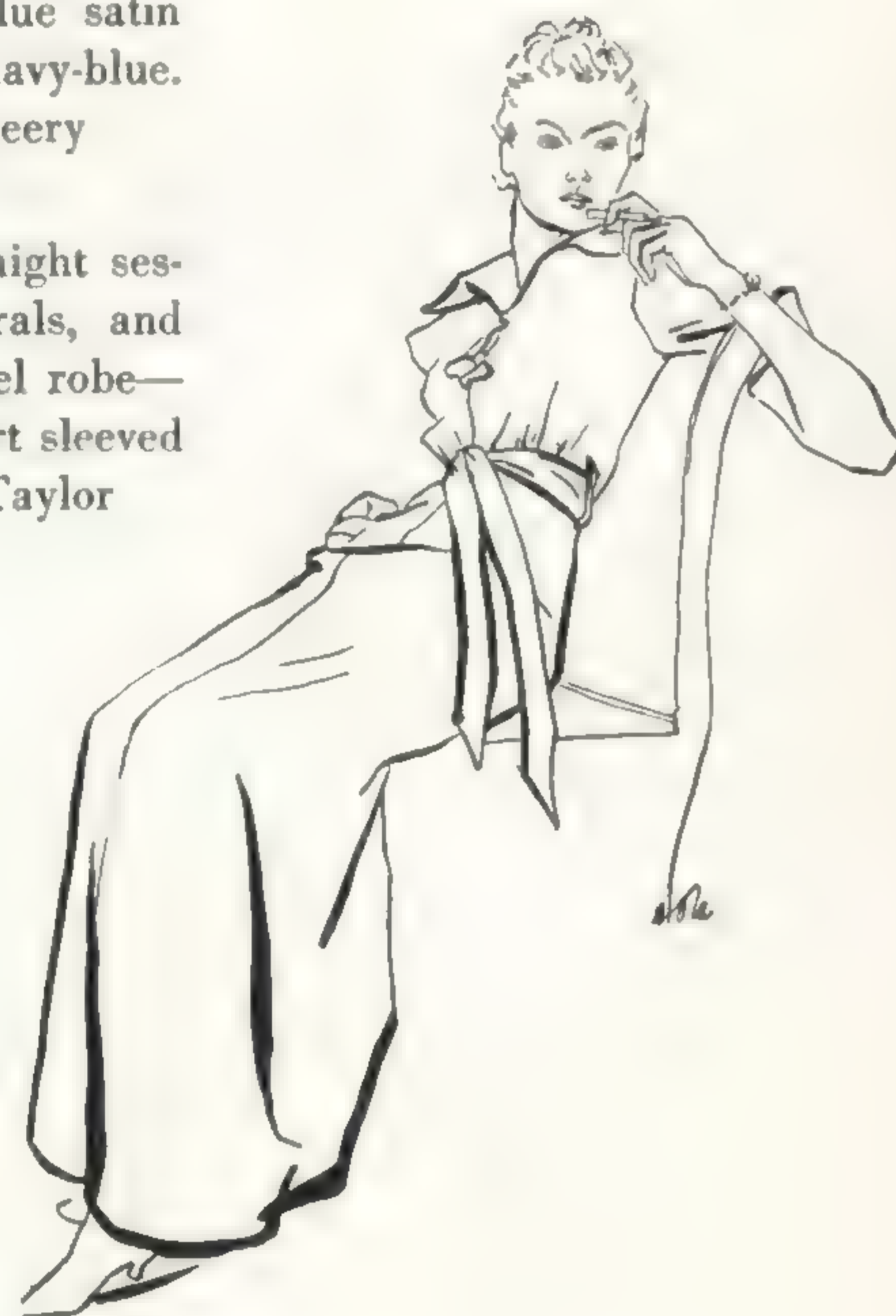
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## WHAT GOES ON



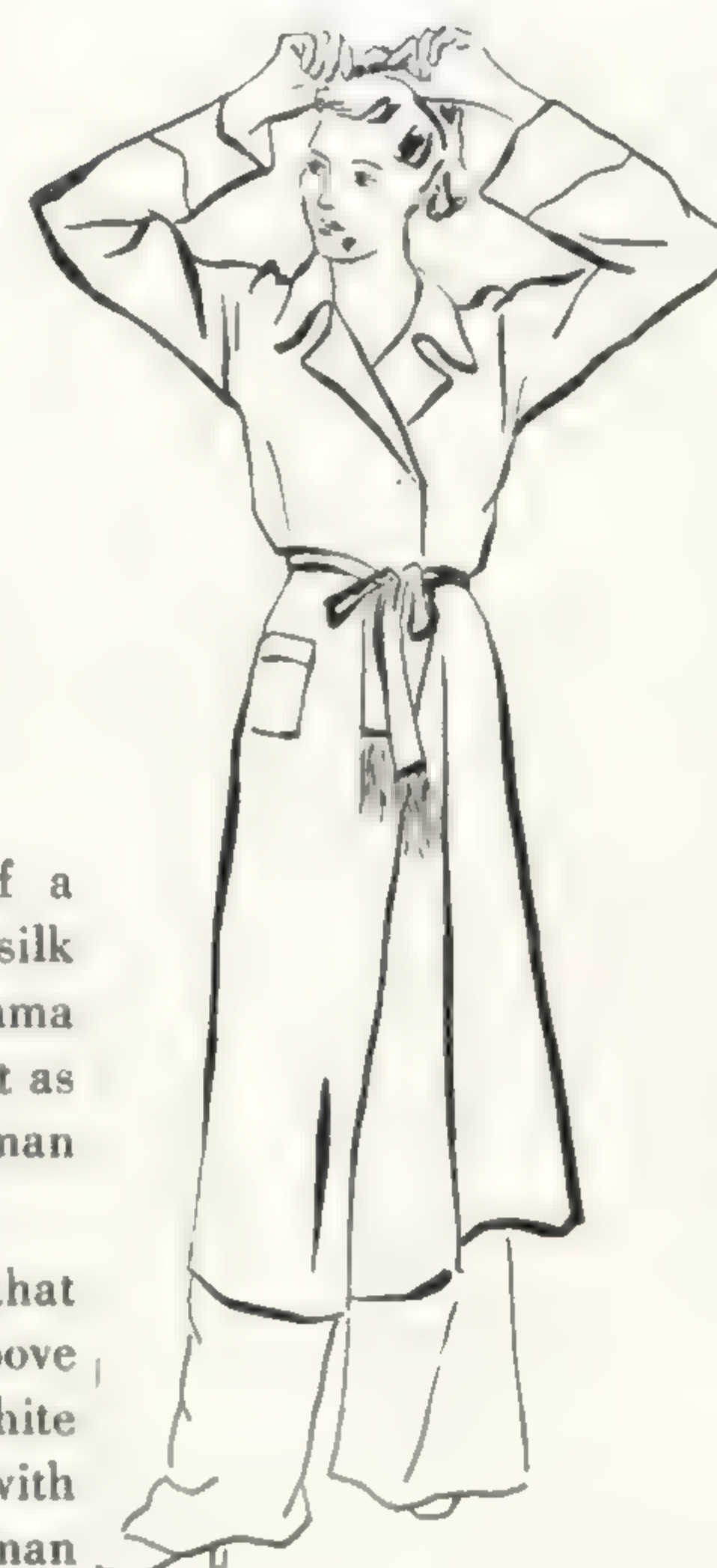
If to-morrow's classes are easy, lounge about with unemployed friends in this pale blue satin pyjama, piped in navy-blue. You'll find it at McCreery

Right: Wear, for midnight sessions about Life, Morals, and maybe Men, this flannel robe—slide-locked with a short sleeved blouse. At Lord and Taylor



Above: Here's two-thirds of a three-piece outfit—a white silk and Bemberg rayon pyjama piped in blue—that's as smart as an admiral's uniform. At Altman

Right: The tailored silk robe that goes with the outfit just above is blue satin trimmed with white braid. You'll take it away with you on weekends, too. Altman





# AFTER CURFEW



Relax, after a long, hard day, in the royal blue pyjama above—as classic as the book you've been studying for to-morrow's quiz. At the Canterbury Shops

If you're loyal to nightgowns, that crêpe de Chine Yolande gown is a point in your favour. In tea rose, piped with blue. Find it at Saks-Fifth Avenue



Above: Your warmest friend on a chilly night is a North Star Nocturne lounging-robe, tailored like a polo coat, and light as eider feathers. From McCutcheon

Left: Attend after-curfew conferences in a worsted flannel beer-jacket pyjama with four patch pockets and pearl buttons. It comes from Franklin Simon

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# Hats That Men Like

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In the new  
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"Thistle - Down"  
Felt

SORORITY—  
In BREWSTER Fur Felt

These famous N. B. C. orchestra leaders tell you that men prefer to be seen with women who wear smartly tailored millinery. Brewster hats—smart, softly tailored felts—possess the true beauty of restraint in design. You'll look your feminine best in a Brewster—and you will attract more appreciative male eyes.



"I don't like surrealistic millinery. A woman's hat should be, I think, an affair that flatters, but is not obtrusive itself."  
*Larry Clinton*

"Women who wear tailored felts are the ones who succeed in making themselves most attractive. A hat that doesn't shout 'Look at me, I'm silly' gets my vote."  
*Kay Kiser*

"Classic, softly tailored women's hats are my favorites. They look smart, without straining for effect."  
*George Blum*

"Give me the girl with a smartly tailored hat every time. She's the girl who looks best."  
*Tommy Dorsey*

## Brewster Hats

*Tailored-to-type*

411 Fifth Avenue, New York City

# COLLEAGUES FOR



For week-ends in town—the big bag at the left. It's made of brown, satin-finished calf, and has Monocraft initials of gold metal on it. At Bonwit Teller

- An alligator sandal with the new platform sole; a covered heel. You'll find it at Macy's
- "Collegebred" pump of tan calf—it has a moderate heel

- For dress-up occasions—the little cocktail bag of black suède. (It looks like a camera.) Gold metal edges its square opening. Saks-Fifth Avenue
- A dinner sandal of black satin. At Saks-Fifth Avenue
- An evening slipper of gold kid or white satin—take your choice. From Lord and Taylor



- For a co-ed campus—a green felt hat with a high postilion crown, by Wimbledon. Brown grosgrain circles the crown
- Walkover's substantial laced-tongue Oxford of tan pigskin
- A mammoth satchel of stitched calf. John Wanamaker
- A Tyrolian Oxford of brown reversed calf made by Walkover

*Wm. W. W.*



# THE ENTIRE TERM



- For week-ends at men's colleges—a Gage felt hat with a touch of the Tyrol and a band of fringed green pigskin
- A sleek opera pump of kid and suède. Saks-Fifth Avenue
- A square bag of black French suède. It's from Bloomingdale
- A cocktail bag of black suède. This is at Saks-Fifth Avenue

• For luxury in your sorority house—the mules sketched below. The first is of Dubonnet satin, with an open toe, a frivolous little bow. Destined to go with a house coat or lounging robe. The second, also open-toed is royal-blue satin, scalloped like tulips. Both slippers are found at Bonwit Teller



- For campus and the countryside—a ribbed baby-sweater knitted of "Cuna" yarn in a dark wine shade. Pearl buttons. From Arnold Constable
- "Tyleless" Talon-fastened Oxford of brown calf. At Stern's
- Llama calf shoe in a new red cedar colour; at Walkover
- A feminine fedora of brown felt; Saks-Fifth Avenue



Only the French have a word to describe this fashion coup that meticulously matches two different fabrics—a knitted blouse and a woven homespun skirt—in perfect color unity. It's a *Lampl* original . . . utterly different from anything you've ever worn . . . to class . . . to business . . . for travel.

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THE JOHN SHILLITO COMPANY, Cincinnati • THE H. C. CAPWELL COMPANY, Oakland  
JOHN TAYLOR DRY GOODS CO., Kansas City • BURDINE'S, Miami • RICH'S, INC., Atlanta  
B. FORMAN CO., Rochester • OPPENHEIM-COLLINS & CO., INC., Buffalo • THE VOGUE, Flint  
HIMELHOCH BROS. & COMPANY, Detroit • H. P. WASSON & COMPANY, INC., Indianapolis  
THE FASHION CO., Columbus • BALL STORES INC., Muncie • THE F. N. ARBAUGH CO., Lansing  
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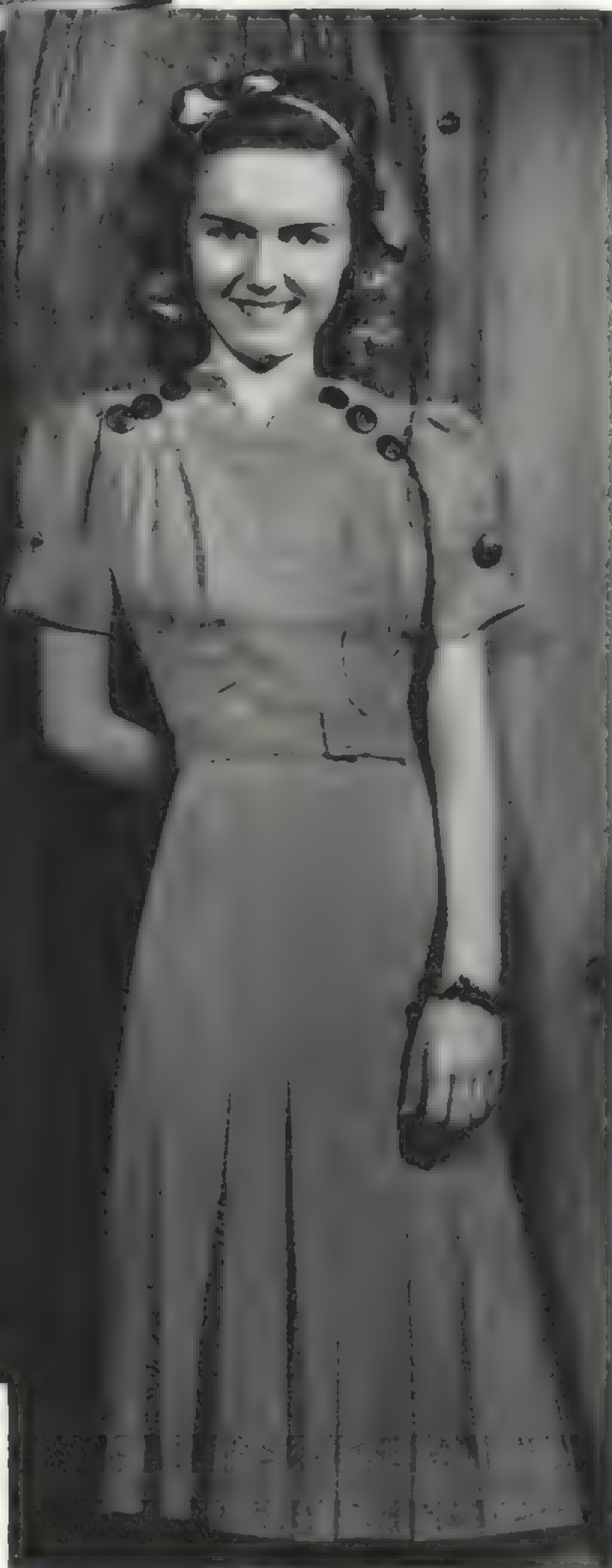
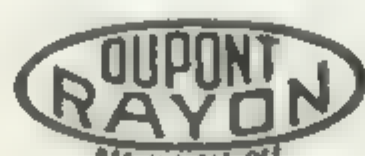
LAMPL KNITWEAR COMPANY • CLEVELAND, OHIO



by Doris Dodson  
"BACK-TO-SCHOOLERS"



IN  
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Only about \$6.50—Sizes 11 to 17. Colors: gold, strawberry, patio blue, or red brick.

**FUN CLOTHES** around the clock—waists to cause heart throbs—busts nice and high. That's what Doris Dodson gives you in this grand new Labetex fabric—"Jovita." It's woven of Du Pont Spun Rayon smartly flecked with wool. Wonderfully soft, light, and right. You'll fall in love with a dozen!

"PRINCESS CHARMING"—left—a figure flatterer buttoning down front. Embroidered touches to give you that all important note of charm!

"TOUCHDOWN"—right—Much pleated . . . much buttoned . . . grand and snug through midriff. Grand for football. Has plenty of m-m-m!

Doris Dodson • St. Louis • Creator

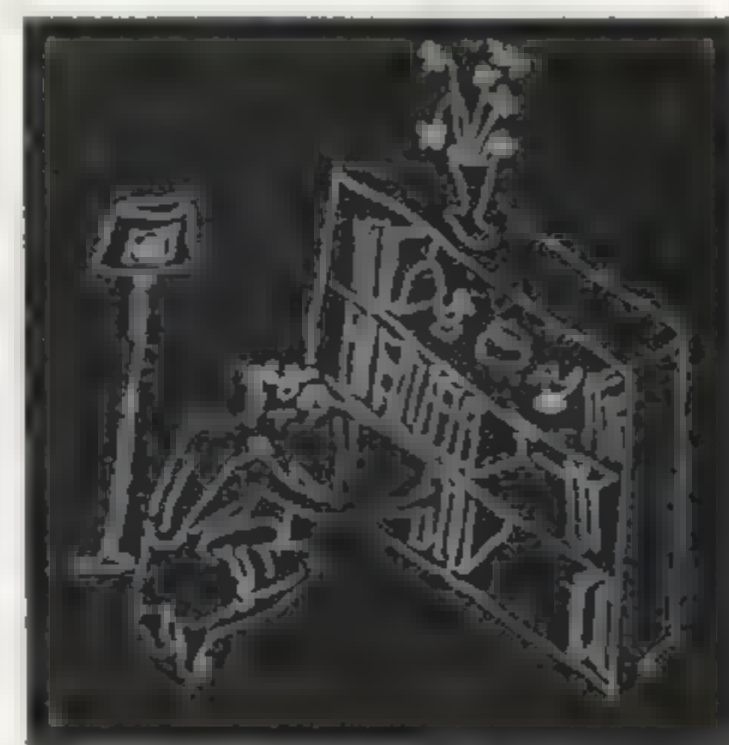
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## LESSONS AT YOUR OWN KNEE

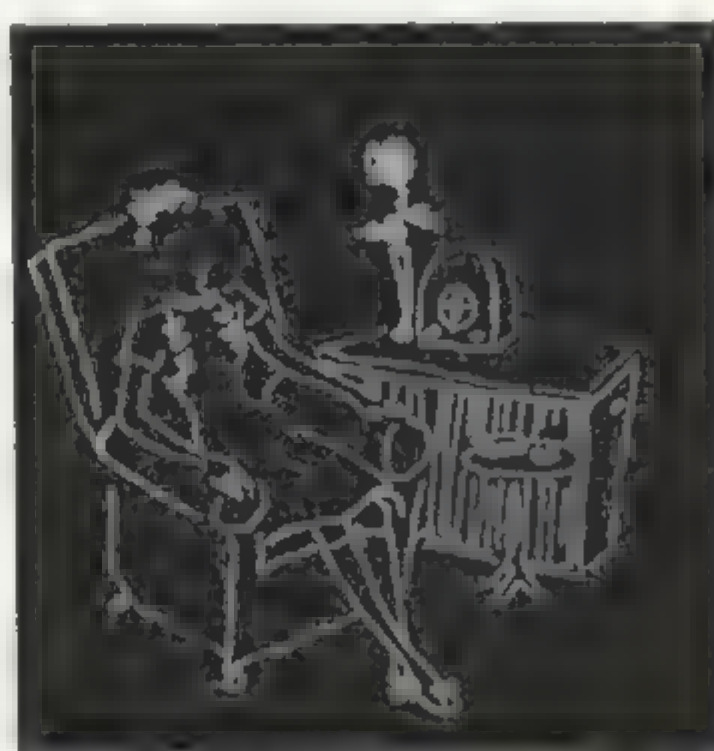


Stockings, in case you've been neglecting the subject for your geometry, have not been at a standstill. There are developments. There is progress. Things you ought to know about when you buy stockings for dates and week-ends and maybe campus, if you're a co-ed. One of the things is a spindle-shanks stocking—designed by Nolde and Horst for the girl with really thin coltish legs, whose stockings are inclined to wrinkle and twist because she hasn't much meat on her bones. It's a crêpe-twist stocking, called, if you care, "Tween-Age." So, if your family calls you match-stick, try this.

There's no longer any reason to get an off-on-the-wrong-foot feeling because your stocking (which you just put on) pops a run as you bend down. Van Raalte makes an "Action-Back" stocking that has mesh inserted in the back of the knee. This takes up the strain, saving stocking and temper. Vanity Fair and Gordon insert bands of "Las-tex" yarn in the garter welt of *their* stockings, which lets them spring as you get active. Incidentally, if your stocking is too short, it's much likelier to run than if it's right length. So look around for those that come in three different lengths. There are several makes—among them Belle-Sharmer and Hummingbird.



Now about colour. Only innocent lambs shut their eyes and ask for something tan these days. Because off-key stockings can botch a whole costume, and it's much better to have a plan. You can blend your stockings with your outfit—brown-beige stockings with brown shoes, or stockings with ruddy tones to go with wine-coloured shoes. On the other hand, you'll probably choose to wear contrasting stockings—sunny-beige tones for day, a nude approximation for evening—such as Berkshire's Maple Sugar and Pumpkin shades. Colour processes have improved, too. I. Miller's gives stockings a natural dull finish. And Belle-Sharmer has a "Sun-Dye" process that gives stocking colour added life under artificial lights. Very ingenious.



If you became attached to knee-high stockings in the dear dead days of longish skirts and find your knees on display now that skirts are shorter, there's no need for sighing. Because Belle-Sharmer and Holeproof are both making fine stockings that are self-gartered—but just *above* the knee. Also dedicated to the beauty of your legs—ankles this time—are stockings with clocks. (You remember.) Gordon has a "Shadow" clock to wear with spectator sports clothes. McCallum's jacquard clock is ideal for dressing up, and Lewis makes a delicate two-thread clocked stocking for evening.

It will come as a relief to your budget to know that you can now buy yourself stockings that are reluctant about runs—something technical about the way they're knitted. Phoenix has a new run-proof stocking; so has Kayser—even in two-threaders! (Two-thread stockings, as you probably know, are mere breaths of air.) There's Quaker's "Mystery" Runproof, some with special accommodations for girls who wear shoes that are cut-out at toe, shank, or heel. And there's Claussner's stocking, which has an extra length of thread knitted into the back of the garter welt—you use it to mend any possible snags. (No runs.) It's not *quite* the age of miracles.





## THE PROFESSOR TALKS BACK

(Continued from page 96) blame the new personality on the faculty. There is some slight justice in this accusation. Girl students are on the whole more docile than boys; they copy down inaccurately what the professor says, and faithfully memorize their inaccuracies. Boys are sleepier and lazier than girls; many of them are unable to write; those who can write forget to bring their note-books or their pencils, or forget to fill their fountain-pens; they have built up an immunity from infectious thought. Girls are more absorbent of professorial ideas. When girls specialized by preference in literature and the humanities, the advanced views they voiced in the home aroused only the family's tender pride. Radical estimates of Matthew Arnold's critical attitude or of expressionism in art did not disturb their parents' digestive peace. But now that fashion has turned to economics and sociology, or, as they are familiarly termed, Eck and Soshe, many a family dinner is destroyed by analyses of the nature of the dollar and of the underlying causes of social unrest. And Father, blanching white as celery, exclaims: "It is true, then, what I have been reading in the Sunday papers about the New Seriousness of College Youth!"

Father's concern is needless. There is nothing in this talk about the new seriousness. The belief that a dust-storm of earnestness has darkened our colleges arises from the fact that the Sunday newspapers will now accept articles on the New Seriousness, just as a dozen years ago they accepted articles on Flaming Youth. Authors write what editors take. The picture sections show us meetings of the Model League of Nations and of the National Students' Union passing a resolution sharply condemning Germany, Italy, and Japan. A dozen years ago, the picture editors accepted only shots of student brawls. But the Model League of Nations is even less important in the average student's life than it was twelve years ago, and the student brawls seem to be absolutely unchanged. Some students are serious, as they have always been, and some are frivolous, as they were in the Middle Ages, and as they will be in 2438, when Fascism and Communism are mere foot-notes in the second chapter of the text in American history.

### SERIOUSNESS IS JUST A SCAREHEAD

Parents, still your fears about the new seriousness. The percentage of seriousness varies a little from year to year, but not very much. The best of classes still raise a spontaneous cheer when they learn that their most popular professor is having an operation, and there will be no meetings next week. Seriousness is one of the constants in a world of change, and these are far more important than the changes in the constant world. There are other constants, more significant, which form that mysterious complex we call youth.

Youth! How the poets have worshipped it! And the novelists, how often have they shown us the middle-aged man or woman, murmuring, or merely feeling in the sick heart, that all achievement, fame, well-being is nought, in comparison with youth's glorious freshness! How gladly would the elders give all, to possess again that rosy glow of health, that clear eye, that springing step, that joyous outlook on life!

This breathless attitude toward youth will be found less widespread in faculty circles than elsewhere. Submerged as we are by youth, we are aware that the rosy glow is just as *appliqué* at eighteen as it is at forty-eight. As for health, youth is the heyday of ill-health. And, of course, youth is the season of despair, of morbid self-questioning, of life's cruellest woes. As we get older, we get tougher, and hence happier.

It is too easy, and too dangerous, to generalize about the character of youth. There are as many kinds of girls as there are kinds of people. They vary with space and time, just as people do. But they vary less with space and time than within space and time. It is tempting to say that Longfellow expressed the 1850 ideal of womanhood when he advised the maiden: "*Bear a lily in thy hand; gates of brass cannot withstand one touch of that magic wand.*" But he was in fact expressing (Continued on page 158)



jacket and skirt contrasts  
are going to school . . two to a co-ed!

*A plain soft tailored jacket, 10.95, with skirt of authentic clan plaid, 7.95, knife pleated for action. The gay plaid jacket, 10.95, has leather buttons and is worn with a circular cut tweed skirt, 6.95, with inverted pleats. With outfits like these, no one will pick you for a freshman!*

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WILKES BARRE, PA. .... The Hub

M. Sloat • 525 Seventh Avenue, New York



## THE PROFESSOR TALKS BACK

(Continued from page 157) only one ideal of 1850, and there were plenty of others. Longfellow spoke for the sentimental, in terms they would recognize. There are as many sentimental now as then, and Longfellow could be just as sentimental to-day. Longfellow would be a good Dean of Women. He would probably recommend glamour.

Love is still youth's dearest concern, and glamour is the stooge of love. Strangely enough, even young men are glamorous, to their feminine coevals. This glamour can hardly be apprehended by the teaching staff, who see the male undergraduate in all his ugly reality, and who hear him by night, yelling the same joke hour after hour, or merely yelling. The reason for the enormous population of American colleges is that no one wants male adolescents anywhere else. They are sent to institutes of higher education not so much to be fitted for life as to be quarantined from it, at life's request.

But by some inscrutable design of Nature, a clear view of the facts is withheld from our girl students. They are anxious to charm these oafs. They are probably yielding to some mysterious imperative; they are playing their part in the universal harmony. They are obeying a Law. For Newton's Law of Attraction, governing the behaviour of heavenly bodies, applies with equal rigour to bodies upon this earth. In other words, an attractive force varies inversely as the square of the distance from the origin. In the mazy dance or under sylvan shades, young men and women vary inversely as the square of the distance. In the strangest of its evolutions, youth is but playing a destined part in the inexorable scheme. It is living the formula: 
$$u \frac{du}{dx} = -\frac{u}{x^2}$$

Bless me! The bell already! Read the next twenty pages for to-morrow. Miss Wilkinson, couldn't you postpone your make-up until I get through talking?

## A NEW LOOK AT COLLEGE

(Continued from page 99) If you adore dirndls—and breathes there the college girl who doesn't?—you'll find a whole assortment on pages 124 and 125—anything from a dirndl nightgown to a dirndl dinner-dress. On page 101, there's a new-looking dirndl skirt. If you're off to college for the first time and want to look as if you belonged, by all means wear a dirndl. Just to show you—the whole senior class at Vassar graduated in dirndls this year.

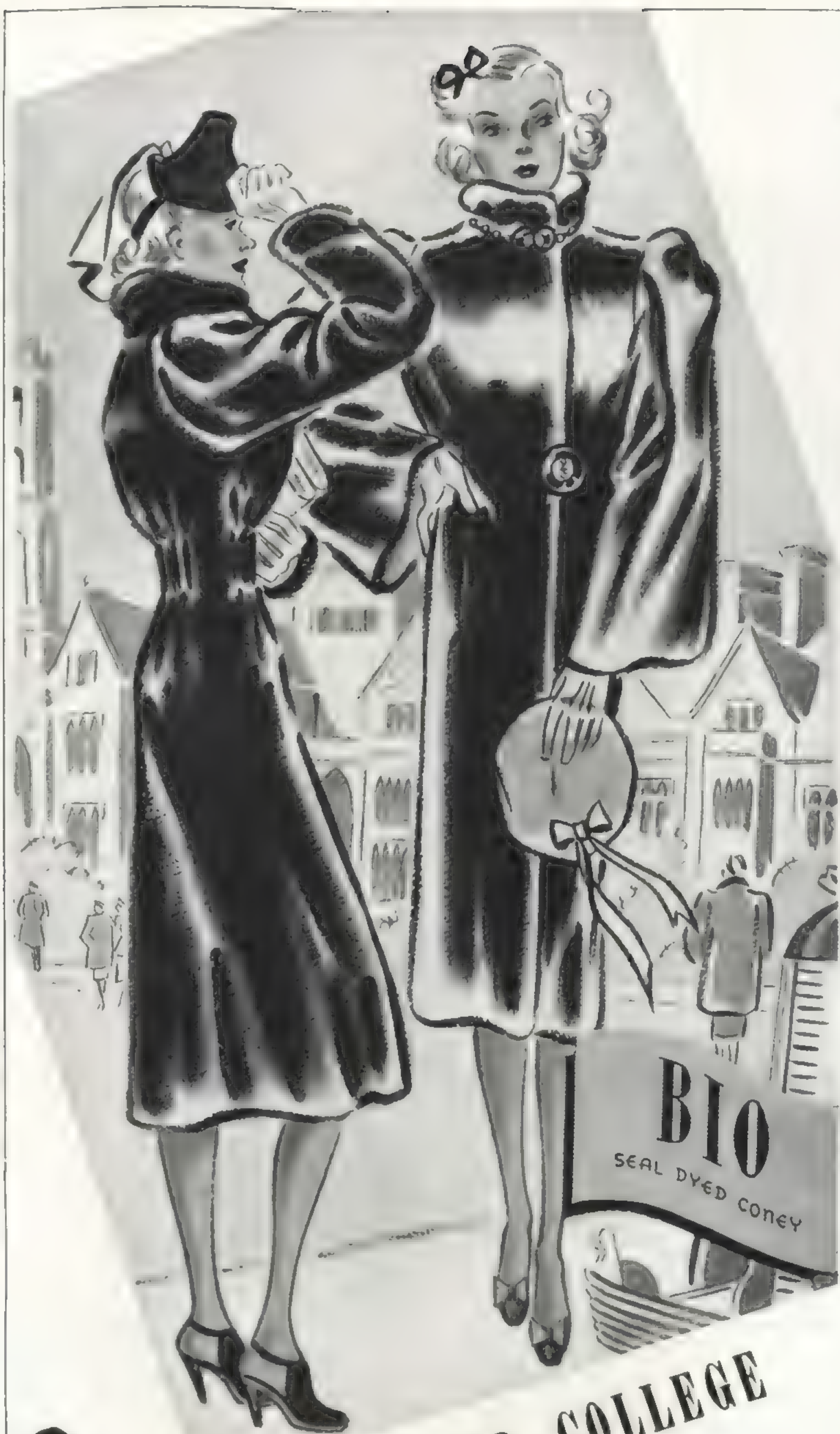
If you week-end and go into town a good deal, turn to pages 106 and 107 for suits and coats with a pleasurable young-woman-of-the-world look. A harvest-red coat with a Persian lamb collar. A coat with a tuxedo fur collar. A fur coat—of Laskin lamb—that looks like more money than the price tag says. You'll wear them with the little date dresses and dashing hats.

If you're hopeful of invitations to proms and house-parties, have a couple of the evening dresses on pages 108 and 109—or the one photographed on the cover. (They're nothing you'd let your little sister borrow.) The white satin for a huge crush, perhaps; the black net with the salmon-coloured jacket for a smaller-scale fraternity dance. As for a wrap—there's the dirndl-skirted blue velvet on page 109. Or the little reversible wrap on page 110—white lapin on one side; black velvet on the other.

If you'd have fun starting a fad, be first with one of these—the Neapolitan sailor's cap, cocked impudently over one ear.... The long, long Eton scarf.... A calfskin vest, like a cowboy's.... A charm bracelet dangling silly wooden signs, inscribed with remarks in French and English.... A cat-o'-nine-tails belt—several long thin belts in different colours, worn all at once.... A black velvet band dripping fake amethysts, for your white throat....

If you're a freshman, scour through this issue for foundations of a four-year wardrobe—and all the elementary items.

And if you're an upper-classman, look for ideas especially suited for your campus, new renditions of old favourites, new substitutions for outfits past their prime. As the college girl, new style, you have a reputation to uphold.



## COMPULSORY FOR COLLEGE

No matter what degree you've enrolled for, you can easily achieve a degree of smartness in a BIO seal-dyed-coney. It is definitely the ideal coat for those hectic college activities. A glance will reveal the lustrous beauty of its prime winter skins, and the superb styling of its designers. But beneath the surface you'll find such exclusive and patented features as Shoulder Ease, Cordion Underarm, Greenway process, Flexerizing, and many other clever innovations. Slip into a 'BIO' and try, if you can, to resist owning one. Black or Brown. \$100.

For store in your city, write to the creators.





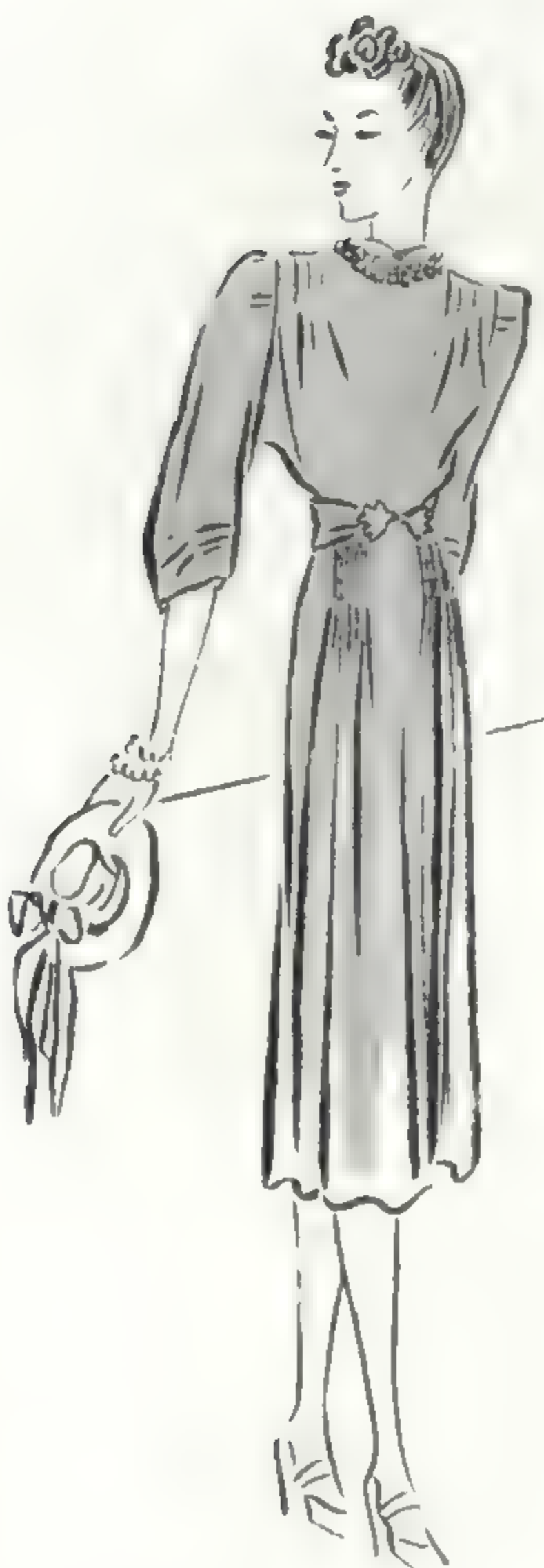
## BRUSH UP ON YOUR DATES



Below: For an evening's dancing, a tucked wine-red frock. The fabric is Enka rayon. Under \$28; De Pinna



Above: A sheer black wool dress (college men love black) with encrusted bands. About \$18; Franklin Simon



Left: A "Back To College" dress with a silver metal ball necklace and soft shirring. About \$25; Russeks



Right: A pleated green silk Cartwright dress with gold metal clips and buckle. Around \$23; Franklin Simon

# Scully Suedes

STYLED BY VORIS

Sturdy Scully Juniors...for campus wear and college budgets. Illustrated, the Scully suede bonnet, popular blouse jacket and matching suede skirt. In four simply grand colors... Santa Anita Green, Carmel Tan, Tahoe Blue and Santa Clara Wine.

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# WHAT THE *Seniors* SAID TO VOGUE



"Everyone needs two extra jackets"



"Three separate skirts would be heavenly"

College seniors, 404 of them, told Vogue: "5 sweaters, 3 separate skirts, 2 jackets; that's what our ideal wardrobe contains."

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# FOUR-YEAR FURS

IT'S a great truth that every college girl wants a fur coat. For football games, for week-ends, for wintry days on campus. She wants it to last four years (anyhow). And she doesn't want to break the bank to buy it. Here are six classic coats, sturdy and long-suffering, that you can get for less than plutocratic prices:



Left: A classic, squared-off coat of soft grey opossum. It's single-breasted, with a tiny collar and loose sleeves—and it goes with any colour. Only about \$265; Franklin Simon

Below: Ocelot, that unusually marked fur, makes this full-length coat. The tuxedo collar is beaver. It'll keep you warm four winters. Around \$400. Bonwit Teller; Neiman Marcus



Left: There are boxy lines to this coat of suave grey kidskin, with its tuxedo collar. Notice the new-looking shirt cuffs. It costs about \$250, and you can buy it at Saks-Fifth Avenue



## FOR MODERATE FEES

Right: Dressmaker details on a square-shouldered coat of safari-brown Alaska sealskin—petal collar, shirred sides, patch pockets. Priced in the vicinity of \$500; at Saks-Fifth Avenue



Above: It has the new, important square look—this coat of sheared beaver. The collar ends in tabs. You'll still love it four years hence. About \$500. This is from Saks-Fifth Avenue



Right: Fur handled like fabric—an Alaska sealskin coat with a bloused back and flared skirt on a set-in waistband. There's a surplice collar. Under \$400. This is from Bonwit Teller

# Carole King

## "JITTERBUG" JUNIORS



## IN "JOVITA" OF DU PONT SPUN RAYON



• Make your campus entrance in a cute Carol King . . . one of her heathery, heavenly "Jovitas." This is a Labtex Fabric. And, thanks to Du Pont Spun Rayon, it looks woolish—but fits trim and slim—isn't bunched—isn't hot. Even if you are shy, these little figure flatterers will have your date book filled in no time! Sizes 11 to 17—Autumn Pastels—sold from coast to coast—about \$6.50

Carol King Fashions are by Forest City Mfg. Co., St. Louis

"HALF 'N' HALF"—left—zips up the front like a glove. That applique is patent leather fabric. Really picture perfect—and plenty of figure appeal.

"CLUSTER AROUND"—right—real dangle shells are bunched like grapes below bright wool embroidery. Definitely, a conversation starter!





Grace Ashley wearing her famous classic in a new fall fabric — Tulip Soufflé. Under 30.00  
Separately: links and studs, 3.00 set. Pin, 3.50

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These are the shops throughout America in which you'll find a representative selection of Vogue's college clothes shown on pages 98 through 111. If you have difficulty in finding any model, write to Vogue's Merchandising Service—420 Lexington Ave.

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Ernest Grissom, Inc.

AKRON, OHIO  
The M. O'Neil Company

ALBANY, NEW YORK  
Honigsbaum's

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Hess Brothers

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The Tilden Store Co.

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Wm. Goodyear & Company

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Steinbach-Kresge Co.

ASHEVILLE, NORTH CAROLINA  
Jean West

AUSTIN, TEXAS  
T. H. Williams & Co.

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O'Neill & Company

BATON ROUGE, LOUISIANA  
Dalton's

BEAUMONT, TEXAS  
The Rosenthal Dry Goods Co.

BINGHAMTON, NEW YORK  
Sisson Brothers Welden Company

BISMARCK, NORTH DAKOTA  
Rose Shop

BOISE, IDAHO  
C. C. Anderson Stores Co.

BOSTON, MASSACHUSETTS  
Jays

BROOKLYN, NEW YORK  
Abraham & Straus Inc.

BUFFALO, NEW YORK  
L. L. Berger, Inc.

CANTON, OHIO  
The Stern and Mann Company

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The Killian Company

CHARLESTON, WEST VIRGINIA  
Coyle & Richardson, Incorporated

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J. B. Ivey & Company

CHARLOTTESVILLE, VIRGINIA  
Barbara Rosser, Costumes

CHICAGO, ILLINOIS  
Carson, Pirie Scott & Co.

CINCINNATI, OHIO  
The Mabley & Carew Co.

CLARKSBURG, WEST VIRGINIA  
Parsons-Souders Co.

CLARKSVILLE, TENNESSEE  
McNeal & Edwards Co.

CLEVELAND, OHIO  
The Higbee Company

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Giddings, Inc.

COLUMBUS, OHIO  
Roberts

DALLAS, TEXAS  
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The Daniels & Fisher Stores Company

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Yunker Brothers, Inc.

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William Laubach & Sons

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Washburne's

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Jones, Inc.

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Rose Shop

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Herbert N. Bush, Inc.

FORT WORTH, TEXAS  
The Fair (Schermerhorn Company)

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Rose Shop

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Sosnik's

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G. Fox & Company

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## PREPARING FOR THE PARTY

Behind the scenes at Lady Mendl's recent ball at Versailles



Leader among younger women, a must at college, is the Shepherd cashmere pull-over with its attendant cardigan. Shepherd and the Scotch alone know how to produce such quality. Cashmeres, pull-overs and cardigans, by Shepherd have been campus classics for years. Today no well chosen wardrobe for out o' doors is complete without them both. At better stores and shops.

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Hours before the party, Lady Mendl's gardeners at work building a wall-like hedge of lilies around the sun-room



Constance Spry, the English flower expert, working on the rose garlands that she flew, packed in cotton, from London



Just one of the towering candelabra that Constance Spry decorated with pale pink roses—to throw light on the buffet tables



## LADY MENDEL'S FÊTE

(Continued from page 89) Even if you had been going to balls for fifty years, you couldn't have been insensible to the beauty of the setting. There was lighting by the great Wendel that gave the garden an unreal mysterious beauty—with the marble statues, fountains, and great urns of cut flowers illuminated against the dark background of shrubbery.

There was a circus. Not the usual circus of peanuts and elephants, but a paillette and satin-tights one—the sort that Picasso painted. A tan-bark ring was set on the illuminated lawn, and an elegant satin-clad tight-rope walker performed as the guests entered. The tight-rope walker was followed by the pailletted clown. And, later, tiny Shetland ponies raced around the ring,—Lady Mendl the pony master with a long whip. Still later, four acrobats in flesh-coloured satin shorts built pyramids with their legs in the air. This sort of thing went on a good part of the night—a continuous performance rather than a set entertainment.

Lady Mendl had spent most of the afternoon before the ball being coached on how to make the ponies perform. The only hitch came when one of them jumped the ring and hid coyly in the rose bushes. The owner spent the evening distributing cards to women who decided they wanted a pony for a pet.

### SPRINGS UNDER THE DANCE FLOOR

The dance floor convinced all the guests that they danced superbly—that they practically floated. If you looked at the dance floor from the garden, you had a slight feeling of having drunk too much champagne, for it gently heaved up and down. It was a spring floor, a special composition surface under which there were millions of tiny springs, a floor specially brought over from England for Lady Mendl. The de Marcos told her about it, and Lady Mendl decided she must have it. (Rule number one of Boni de Castellane—"Always have the best.")

With three orchestras to wear out—an American Negro one, a Cuban rumba one, and a Hungarian waltz orchestra (all women)—the guests danced until daylight completely eclipsed the garden illumination. At five-thirty in the morning, we overheard one English footman in a tired but not inhospitable tone say to another—"Had we best start up the scrambled egg commotion again?"

The dance pavilion itself, built especially for the ball, adjoined the house and was constructed like a Japanese house with disappearing screen walls. When the screen walls were opened, you were surrounded on three sides by gardens. Boudin, from Jansen in Paris, did the green-and-white striped curtains and the white seats around the wall that replaced gold ballroom chairs. No one could look like a wall-flower sunk into the decorative depth of one of those white tufted seats.

The round champagne bar out in the garden, also done by Boudin, had a lovely silly striped umbrella top with a tree trunk for a handle. It looked like a merry-go-round from a distance—a bright oasis in the soft green garden.

### THE FÊTE INDOORS

Quite as much went on inside the house as outside. Small supper tables were set around, night-club fashion, in the rooms, and a cold and hot buffet served from eleven at night until five in the morning. At one table sat Louis Bromfield bringing screams of laughter from a group. At another Gladys Swarthout and Frank Chapman. Tulio Carminati was singing softly to the accompaniment of the blind accordion player—who later wandered into the garden to play for the sentimental-minded. The food alone would keep one indoors: lamb chops in jelly and superb corned beef hash and two or three kinds of salad and as many more meaty delicacies and Pommery Greno 1926.

Garlands of red roses hung over the doorways, more garlands were massed over the mantels, and candlelabra covered with pink roses stood on the buffet table. Constance Spry brought all of these already arranged (Continued on page 171)

FREE AS AIR



FULL-  
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Aside from these trays of jellied meats, there were a few hot dishes such as superb corned beef hash



## I HAVE TWO DALMATIANS

By Countess Andrei Tolstoy



Peter—with Speed, and Speed's delightful daughter, Diane

ACQUIRED my first Dalmatian somewhat reluctantly. What I really wanted was a smaller dog. A Cocker Spaniel, perhaps... but I was presented with a Dalmatian! We called him Speed—not because of his fleetness of limb, which is, indeed, remarkable, but because that was the name of a character on a radio program to which my son, Peter, listened daily. Speed Robinson!

Speed's grace is phenomenal. When he insinuates himself ingratiatingly onto one's lap (he weighs forty-five pounds), his movements appear fluid—so apparently boneless and effortless is he. When he describes wide circles on a broad stretch of beach in pursuit of baby gulls, his tireless stream-line action is really an inspiring sight. Speed is beautiful. He obeys; he adores.

In due course, Speed became a father. And we took unto ourselves one of his female offspring. Having that helpless feeling when confronted with the naming of a dog, we weakly gave up the search and called her for her mother—Diane—of whom she was a tiny replica. At six weeks, she came to us to live. We—or rather, I—followed her with mop and resignation for several weeks. That was by day. But by night she lay with her incredibly soft little throat stretched firmly across my neck, snuggling close in the curve of my shoulder—and all was forgiven.

Speed is beautiful—but Diane is what is known as "smart." And she has the further merit of an unimpeachable digestion. On more than one occasion, left alone with a deserted tea-tray, she has consumed, with lightning rapidity, sandwiches, cakes, salted nuts, and marmalade, emerging unscathed from the onslaught. She has eaten a quarter pound of butter in less time than it takes to tell. And her crowning achievement along these lines came to light one morning at six o'clock when, rising from a night of perfect rest on my *chaise longue*, she came to the edge and neatly, without any fuss, heaved forth two marbles, two prune seeds, and a cherry seed. After which she went calmly back to sleep.

When Diane was about three months old, we discovered that we could not keep the dogs outside. Soon after they were escorted to the door-step and the door closed firmly on their inquiring looks, there they were again, romping into our presence. Investigation found the door ajar, and further investigation established the fact that the catch was not defective. We were completely mystified—until one day, looking down upon them from a balcony, I saw Diane supporting herself against the door with her right paw as she pulled down the latch with her left. She was just tall enough to reach the latch—and she and the big dog walked into the house as the door swung open!

If you have two of them, you do not have to trudge weary miles. They exercise each other—joyously and with infinite grace. And on occasions when you *do* feel moved to go forth with them, you are proud of their black-and-white crispness.

The friend who gave me Speed was entirely right. Dalmatians are ideal pets. I acquired my first with misgivings, my second with enthusiasm—and I present them both to you now with acclaim! We love our Dalmatians...

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## FOLLOW A COOL COURSE

VAN NES-DE VOS



The summer buffet in the air-cooled Cottage at Hampshire House is reflected in a huge mirror

**P**ERHAPS you have to come into town for lunch or dinner on a day when the heat rises up from the pavements and strikes you. Perhaps you are just stuck in town for the summer and still have to eat lunch and dinner. In the matter of eating, you are lucky. For the restaurants of New York make a cult of coolness. The early days of cooling systems that sent chills down your back are over. The coolness you encounter is soothing and gentle. Breezes blow, fountains play, flowers bloom, water ripples over canopies, according to the place you choose. And the food in the fine restaurants of New York is, we are firmly convinced, some of the best in the world.

Recently, we have been following a cool course that has led us to some prize discoveries. The fact that we mention cold dishes chiefly doesn't mean that we think you should eat cold food throughout the hot weather, because you shouldn't. We are just giving you some *pièces de résistance* around which to build a gourmet's meal.

At the Waldorf, up on the Starlight Roof, there is a new buffet on which there are ingredients for some sixty odd varieties of salad. We couldn't think of anything that we ever wanted in our life in a salad that wasn't included in one of the beautiful big bowls. And something we never saw before were the tiny, tender crab claws, taken intact from their shells, pink and succulent. You can have them as a cocktail or mixed as a salad.

Blueberry ice-cream is another Waldorf specialty, surpassed, to our mind, only by the delicate flavour of the kumquat variety which, incidentally, we never encountered anywhere else. Boston cream pie made each day with a different flavour is a light summer sweet beautifully prepared in the Waldorf kitchens.

Transforming your favourite hot dish into a cold one is a remarkable faculty of the Voisin restaurant's. The ice-cold cream of mulligatawny is like nothing you have ever tasted before. The cold steak-and-pigeon pie, served with chutney, and accompanied by a hot vegetable is a triumphant lunch in itself. Cold minced chicken à la king is something you will want to have reproduced in your own kitchen. Voisin's chiffonade salad and filtered coffee are still on our tops list.

At Hampshire House, the "Cottage," with its gay flower-patterned paper, has been made into an air-cooled summer restaurant, with a make-your-own choice buffet, of which you see a glimpse in the photograph above. Potage Albert is one of the things that people clamour for, a cold chicken and sorrel soup to which sherry and cream are added. Trout Eau Bleue is served in white-wine-and-lemon jelly, with cucumbers and sour cream.



## FOLLOW A COOL COURSE

The Guinea Hen Prince Orloff is an affair of elegance—a squab guinea hen set tenderly, but magnificently, in champagne jelly.

At Robert's, where the intimate, unhurried atmosphere contributes to your feeling of coolness, a summer favourite is Duckling Montmorency, half a duck served in wine jelly with big stoned cherries. Order a *salade mixte* with it and a clear, hot soup before, and life resumes a pleasant aspect.

Despite the fact that half of New York seems to have discovered Henri's new locale on East Fifty-Second Street as a favourite summer spot, it is never crowded and is always comfortable. The Frogs' Legs Henri are in such a delicate, tender sauce that they don't seem heavy for hot weather. Salade Vivienne is a simple combination of breast of chicken and tongue, Julienne, with shredded lettuce and cole slaw that is as light as it is satisfying. And if Strawberries Tisha aren't on the menu, ask the maître d'hôtel to fix them for you. He mixes raspberry and orange ice with brandy and curaçao till they become a sauce which is poured on huge strawberries nested in a bowl of ice.

Water trickles in a cooling stream over the canopied roof of the Marguery garden, and ladies look charming in the summery setting. Here, a perfect slice of melon served with a thin slice of Westphalian ham is a favourite first course. If you order Squab Chicken à la Pershing, you have a boneless squab stuffed with foies gras, truffles, and tiny bits of sausage, surrounded by a jelly with mixed fresh fruit.

These suggestions of ours are naturally only a few of the many that abound in these and the other fine restaurants. And it is fun to chart new cool courses for yourself by concentrating a bit on the menu and remembering that there are other things to eat in summer beside Madrilène and chicken salad.

## PARLOUR TRICKERS

(Continued from page 94) Gordon Bell wraps up in a grey sweater and imitates Gertrude Stein. Jascha Heifetz plays tunes on a dozen partially filled tumblers by rubbing his fingers round the rims. Mrs. Drayton Cochran and Miss Georgette Whelan do an imitation of two French *nou-nous*. Rosamund Hodges Adams does a monologue of a Flatbush family picnicking at Jones' Beach.

Mario Chamlee entertains with Italian dialect stories and once, at the Dutch Treat Club, imitated a Chinaman so well that a Chinese guest speaker commented gracefully on the new dialect. Mrs. James Field (the former Mrs. Marshall Field) pulls her skirts tightly about her hips, screws her hair up in a knot, and becomes a cockney servant girl hunting a job. In a whining cockney, she interviews everyone in the room.

Lord Stavordale does an after-dinner round-the-parlor steeplechase on all fours—jumping chairs, tables, anything that comes his way. Lord Carnarvon, amateur jockey and sporting peer, does lightning impersonations of all his friends: the Aga Khan, Lord Westmoreland, the Earl of Dudley, Lady Charles Montague. Louise de Vilmorin (now the Countess Palffy) and her brothers give charades at their country place at Verrière, using everything in the house for costumes.

Mr. Reggie Winn, brother of the Honourable Charles Winn, can't speak a word of German, but gives a realistic picture of Hitler addressing a meeting. Leonard Thomas (Michael Strange's son) in real German impersonates Hitler making a speech about Marlene Dietrich to the people. And the Honourable Charles Lyttelton, Captain of the Worcestershire County Cricket Team, puts all ten fingers in his mouth to sound like an old Ford car starting up.... Which, quite logically, brings the parlour trick circuit right back to Mr. Archibald Roosevelt's 1929 Ford again.



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## LADY MENDEL'S FÊTE

(Continued from page 165) from England, packed in cotton and flown over to Paris—three airplanes full. They were a gift to her great and dear friend, Lady Mendl. Those garlands bring back again Boni de Castellane. Years ago when Lady Mendl was giving one of her first balls in Paris, he suggested garlands of pale pink roses as decoration and ordered them himself. The bill was terrific. "Only the best... nothing but the best..."

Lady Mendl, with a necklace and diadem of aquamarines and diamonds and a white organdie dress from Mainbocher, was the perfect hostess, but the guests, too, lived up to their rôles. It was one of those nights when every one seemed to look a little better than ever before.

Bouffant white dresses floated across the garden. Madame Paul-Louis Weiller in a white satin panier dress and diamonds. The Countess de Montgomery, Madame Lopez, Madame Achard, and two other women in Chanel's white net dress trimmed with baby lace bows—certainly the glamour-dress of the season. Madame Lopez wore it with a pastel striped satin ribbon cape and a Reboux ostrich feather head-dress.

Chanel herself had on tiers of white lace, with gardenias in her hair and a great display of her most beautiful jewels. Mademoiselle Eve Curie was at the height of her beautiful neat perfection in pink tucked tulle. Schiaparelli wore a white Directoire gown embroidered in gold, with a long fuchsia chiffon scarf and white satin sandals with three-inch soles. She danced in them, too, until five in the morning. Gogo, her daughter, had flown over from England for the party with four English boys in her wake.

Something like forty people flew over from London for the party, including Lady Castlerosse, Lord Gage, Oliver Messel, and Mrs. Somerset Maugham. There were at least seven hundred guests.

The next morning, after a few short hours of sleep, Lady Mendl came down to find her butler waiting for her.

"Could Milady step into the dining-room a moment?" he asked.

Lady Mendl was too happy over her party and too tired to care if all her best china was broken, but she followed the man.

"The next time, Milady, don't you think it would be better if we ran a long buffet against the inside wall instead of the outside wall?"

It must have been a success, Lady Mendl decided, if even the butler wants a *next* time.

*The Sortie...*...impressively original all-occasion sports frock of Lorraine Wool...stamped with the designing talent of Tilly Schanzer. A one piece dress giving the effect of a two piece...leather buttons and belt. Colors: Grey, Natural, Stone Blue, Wine, Green. Sizes 12 to 20. Price \$14.95.



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# AMERITEX

## FORTNIGHT IN SAN FRANCISCO

SAN FRANCISCO, with its contrasting moods of ultra-modernity and Old-World charm, its easy-going tempo, its mildly irresponsible weather, its delight in a colourful past, its conglomeration of tongues, its belief in starkly straight streets shooting up to heaven over rolling hills, its adoration of its views of shimmering waters, boats, and brown Tamalpais, its well-dressed women, beautiful shops, fascinating little alleys—San Francisco grips you as almost no other American city can.

Hollywood's European stars, morbidly homesick for the land of their birth, take a dose of San Francisco between pictures and return refreshed to their labours. Wives of foreign consuls stationed in this city by the sea have been known to threaten divorce rather than be transferred away from America's nearest approach to Europe. Marseilles' curious sounds, Toulon's colourful mixture of races, London's narrow streets and inviting shops, the green *places*, grey buildings, and turbulent white-and-blue skies of Paris—San Francisco reminds you of all these things.

Progressive letter-writers bombard the San Francisco newspapers with complaints about the antiquated cable-cars sallying through the heart of town and raise howls about the turntable at one of the busiest intersections. But the natives still go blithely on their way, content to be jerked and jostled on the steep inclines and to smile when the conductor calls out, "Hang on-n-n for the cur-r-ve!"

You get into the spirit and swing of San Francisco best, perhaps—after your first exploratory rambles around the town—, by visiting the History Room at the Wells Fargo Bank and Union Trust Company. There you will see the collection of mementoes from the era of the pony express and mining-camps, during which some of America's feudal families established their huge fortunes. Visit, too, the new wing devoted to Californiana at the de Young Museum in Golden Gate Park, where you can learn of Emperor Norton and stage-coach bandits of the Gold Rush days, and gaze upon gowns made by Monsieur Worth of Paris to whom the ladies of wealth, in the days of San Francisco's fabulous youth, turned for sartorial guidance.

You may arrive by a new flying sleeper or streamlined train, with a white ferry-boat bringing you into the city in the mist-laden early morning hours. Or you may come by motor across the silver spans of the "longest bridge in the world" just as the sun goes down and the lights of the city's irregular sky-line twinkle against the fading twilight. However you enter the city, the state of the climate and the clothes you should wear will be first on your list of things to wonder about.

Be sure to bring along your most sophisticated clothes for the spring or autumn season in New York, and add sports clothes for week-end and country wear. And bring your furs. To the majority of San Franciscans, no matter what the weather, sunny or cool, furs of some kind, especially a pair of silver foxes, are practically indispensable all the year around.

Should you leave New York with no more luggage than an overnight bag, with intention of supplying yourself with a wardrobe "fresh from the start," the shops of San Francisco can clothe you from head to foot in models often designed by Paris and New York.

For the newest Paris, London, and New York clothes, you will go to I. Magnin's shop on Grant Avenue (or to any of its branches up and down the Coast); to the Maison Mendesolle in the St. Francis Hotel; to Ransohoff's in Post Street (they also have exclusive British importations in knitted clothes and suèdes, and tennis clothes designed by Eleanor Tenant). You will go to Nellie Gaffney's enlarged shop in Post Street, or to the smaller shops such as Lovina Hund's and Violette's in two different blocks in Post Street, and to Nina Foley's at Sutter and Mason. Caroline Kelsey's little shop in Post Street carries individual sports wear.

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of AMERITEX Fabric

We call it "Pay Check" because it is as inspiring and dependable as the weekly stipend by which you measure your success. A star-collared shirt frock of "May-spun", a lovely new spun rayon by Ameritex, which has been Crown Tested, and approved for satisfactory wearing qualities. **\$4**

At smartest stores  
from coast to coast

MAYFLOWER Dress Co.  
1350 Broadway, N. Y.





## FORTNIGHT IN SAN FRANCISCO

You will go to H. Liebes for youthful, well-selected clothes and beach wear. You will go to the City of Paris, an old and famous shop, or to O'Connor-Moffat for the sports and play clothes indispensable to California life. You will go to Roos Brothers and find play clothes designed in California (some by Helen Hull Jacobs) and sports wear by New York's Martha West.

For amusing ideas in gardening clothes (almost every one gardens in California all the year around), those carried by the big, rambling Emporium in Market Street are inexpensive and delightful things to take home.

Garden-lovers will also look up Grattan English's star (instead of a sun) dial, the constellations of the heavens engraved in white and the Big Dipper in red on a revolving plate of midnight-blue glass lit from below. The office of Mr. English, an outstanding designer in mirror and glass, is in the Shreve Building above Shreve's magnificent jewellery shop.

Perhaps you will make your headquarters at the Mark Hopkins or the Fairmont atop Nob Hill, or take an apartment at the Clift Hotel. Perhaps you'll stay with friends down the peninsula at Burlingame or Hillsborough, or further away at Pebble Beach, or on a ranch in the Carmel Valley. If you do, you'll be sure to come into town on Mondays for shopping, the hair-dresser, an Elizabeth Arden treatment at Magnin's, and meeting friends.

As so many do, you will go to the St. Francis for lunch on Mondays, or attend the Town Hall lectures at the Curran on Tuesdays, lunching later at the Clift; or, for lighter fare between shopping or sightseeing, you will seek out La Buvette in Maiden Lane, where you will discover a Francis MacComas mural over the tiny bar up-stairs.

Or you will go to the Temple Bar in Tillman Place for luscious salads and gigantic slices of cake served by Chinese waitresses. There, old-timers will tell you, the fashionable gentlemen of the town once leaned on the large mahogany bar that now serves as a buffet. Foster and Orear's on Union Square is convenient and quiet in the wood-panelled up-stairs room. Further afield is the old-time Cliff House out at the Beach, recently reopened, where lunch is served by great windows with an Eden-Roc-like view of liners heading due West into the Pacific.

For a cup of tea, taxi out through Little Italy to the intersection of Columbus Avenue and Jones Street, where, in a courtyard is the Dutch Door, serving tea and delicious sandwiches and cakes of German inspiration. Or for a pot of tea and real English crumpets or scones, DeVere's is nearer, in Post Street.

For cocktails, go to the French Room at the St. Francis; the Circus Bar with gold murals by Esther Bruton at the Fairmont; or the magnificent Redwood Room at the Clift, its atmosphere recalling the Crillon Bar in Paris. The Gangplank in Campton Place, with its barrels instead of tables, does remind you, despite its nautical air, of the Cintra Bar in the rue Edouard VII. and Foujita sipping a glass of port.

For dinner, you might try El Prado in the Plaza Hotel, where, under the direction of Flori—whom you will recognize from the Excelsior at the Lido—roast beef or boiled chicken and all the other good things you enjoyed at Simpson's-in-the-Strand are brought to your table on carts in the typical Simpson manner. And try fish or a steak at Joe DiMaggio's new restaurant on the water-front near picturesque Fishermen's Wharf.

To shop for gifts in San Francisco is a delight. As in Florence and Paris, the climate is encouraging to creative talent, yet only now are San Franciscans waking up to the fact that what it has to offer is being ferreted out not by themselves, but by Easterners coming out in search of freshness and novelty in many fields. (Continued on page 174)

## Bound for the Campus



ORIGINAL  
DESIGN  
PAT. APPLIED FOR

A dress to make a freshman look and feel as much at home as a non-chalant senior... this one-piece wool frock with short checked jacket. Waist and coat of shepherd check... skirt of plain wool crepe. Buttons covered with Astrakhan. Sizes 10 to 20. Black and Navy. \$17.95

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LOUIS LEVINE & SONS  
CINCINNATI

## A Classic for Classes



ORIGINAL  
DESIGN  
PAT. APPLIED FOR

Perfect for every campus activity, from lectures to lab, to hikes and big games. An ingenious weave of grey wool with grey Astrakhan bands woven into the material itself. Red leather belt and bow for contrast. Sizes 10 to 20... modest enough for any allowance \$14.95

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LOUIS LEVINE & SONS  
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FITTED FOR FALL IN MARDI GRAS

ALL WOOL FABRICS  
BY DeLand



Cold weather coats that resist every skittish move of the thermometer! Dry Manhattan go about keeping their wearers comfortable and completely in the fashion picture! And they wear a proud young look that wins them applause wherever they appear!

Left: Two views of the favorite front showing the neat "little" collar and buttons emblazoning the chest. At the back a series of pleats are released just below the hips. \$19.95

Right: Royal Enclosure Princess coat with stitching to accent the beautiful fit! Three rows of decorative seam stitching down the back add further excitement. \$19.95

Teal, Autumn Red, Forest green,  
Navy, Black  
Lined with Clairmont Weavever Rayon  
Satin. Sizes 9 17, 10 20

TRENCH-BELSKY, INC., Sole Makers of  
DRY MANHATTAN COATS, Springfield, Mass.

HATS BY DOBBS

## SAN FRANCISCO

(Continued from page 173) S. and G. Gump, for its variety of unique and beautiful importations from the Orient, for its sponsorship of distinctive glass by Dorothy Thorpe of California, for its own designs of modern furniture and interiors, for its exquisite *objets d'art*, its tablewares, its art galleries, is a veritable museum in itself, certainly one of the outstanding shops of America. V. C. Morris' modern new shop in Maiden Lane displays beauty on every side, and Amber and Hirth's up-stairs shop at 165 Post Street carries the wares of California's finest talent in the design of ceramics, textiles, and gifts, as well as *objets d'art* from Rena Rosenthal's shop in New York.

Go to Dorothy True Bell's interior decorating shop in Mason Street for Hawaiian bamboo furniture made to your order; to William D. McCann's beautiful establishment, now on Van Ness Avenue at Jackson, for modern, imported, or made-to-order furniture; to Dorothy Liebes' studio in Powell Street for a glimpse of hand-loomed fabrics for draperies and upholstery, which you may order through your interior decorator; to Joseph's, the florist in Grant Avenue, for Bernita Lundy's ceramic ornaments and table decorations.

Go to Marsh's in Post Street for Oriental porcelains and furniture; to Podesta and Baldocchi's shop on Grant Avenue for magnificent flowers; to Nathan Benz' Grant Avenue shop in Chinatown for precious jades; to L. D. McLean's out on Sutter Street for fine groceries, discoveries in new foods, and bon-voyage baskets; to Townsend's in Powell Street for candied fruits to send home; to David Miller's Patio out at Lombard and Laguna Streets for rare Oriental and native dwarfed trees; to Nathan Dohrmann's at Union Square for huge bowls of redwood burl for your green salads; to the Cliff House Gift Shop for its large selection of rare sea-shells—and while you are there you might go to Playland, for a little Coney Island fun.

A visit to San Francisco is not complete without sampling—at the Palace Hotel, for instance, which boasts a particularly good cellar—some of the fine dry wines for which California ought to be more famous than it is at the present time. The wines we mean are not fresh young things just come into being since Repeal, but splendid products of the

"Fashions selected by  
the men they're worn for"

On Pages 32 and 33 you'll find styles that carry masculine approval. Listed below are the stores which feature them.



Abilene, Tex.	Ernest Grissom, Inc.
Albany, N. Y.	Utians
Allentown, Pa.	Alfred J. Holman
Ardmore, Pa.	Francys
Asheville, N. C.	Denton's
Austin, Texas	Marie Antoinette Shop
Baltimore, Md.	Bonwit Lennon & Co.
Partlesville, Okla.	Montaldo's
Binghamton, N. Y.	Ethyl Mable
Birmingham, Ala.	Kaufmann's, Inc.
Brookline, Mass.	Ann Barron
Buffalo, N. Y.	Flint & Kent
Canton, Ohio	The Stern & Mann Co.
Charlotte, N. C.	Montaldo's
Chattanooga, Tenn.	Miller Bros. Co.
Chicago, Ill.	Martha Weathered Shops
Cincinnati, Ohio	Todd Bros.
Cleveland, Ohio	Lindner Coy
Columbus, Ga.	Kayser-Lilienthal, Inc.
Columbus, Ohio	Montaldo's
Corpus Christi, Tex.	The Smart Shop
Dallas, Tex.	Sanger Bros.
Dayton, Ohio	Lenore Zapoleon, Inc.
Denver, Colo.	Montaldo's
Detroit, Mich.	Irving
East Orange, N. J.	Doop's—East Orange
Elmira, N. Y.	Miss E. Hazel Murphy
Erie, Pa.	Loretta Wingerter
Evanston, Ill.	Brockett-Cecil, Inc.
Evansville, Ind.	Shop Nook
Ft. Worth, Tex.	The Schermerhorn Co.
Grand Rapids, Mich.	Paul Steketee & Sons
Greensboro, N. C.	Montaldo's
Greenville, Miss.	The Nelms & Blum Co.
Harrisburg, Pa.	Mary Sachs
Hartford, Conn.	The Stackpole, Moore, Tryon Co.
Houston, Tex.	The Fashion
Independence, Kans.	Montaldo's
Jamestown, N. Y.	Nords
Jenkintown, Pa.	Lil-Lee, Inc.
Kansas City, Mo.	Mindlin's
Knoxville, Tenn.	Anderson-Dulin-Varnell Co.
Lancaster, Pa.	Mary Sachs
Little Rock, Ark.	The M. M. Cohn Co.
Longview, Tex.	Martin's
Lubbock, Texas	Hemphill-Wells Co.
Memphis, Tenn.	Halle On Main
Milwaukee, Wisc.	Florence Danforth
Minneapolis, Minn.	Harold, Inc.
Mobile, Ala.	C. J. Gayler & Co., Inc.
Monroe, La.	Johnnie S. Elbert
Montclair, N. J.	The Primrose Shop
Montgomery, Ala.	Nachman & Meertief
New Bedford, Mass.	Willey's, Inc.
New Haven, Conn.	Ann Allen, Inc.
New London, Conn.	The Sport Shop
New Orleans, La.	Gus Mayer Co.
New Rochelle, N. Y.	Julie Kay, Inc.
Norristown, Pa.	Feder's
Oklahoma City, Okla.	Kerr D. G. Co., Inc.
Omaha, Nebr.	Aquila
Petoskey, Mich.	Shermans
Philadelphia, Pa.	Bonwit Teller & Co.
Pittsburgh, Pa.	Kaufmann Dept. Stores, Inc.
Plainfield, N. J.	Tepper Bros.
Ponca City, Okla.	Johnson Clothing Co.
Portland, Maine	Virginia W. Chapman
Raleigh, N. C.	Taylor Furnishing Co.
Reading, Pa.	Mary Sachs
Red Bank, N. J.	Lysbeth Geran
Richmond, Va.	Jacobs & Levy
Sacramento, Calif.	Bon Marché
St. Louis, Mo.	Lockhart, Inc.
St. Paul, Minn.	Field-Schlick, Inc.
San Angelo, Texas	Hemphill-Wells Co.
San Antonio, Tex.	The Wolff & Marx Co.
Schenectady, N. Y.	Town & Country Shop
Scranton, Pa.	Mario O'Connell Shop
Shreveport, La.	The Fashion
Sky-Top, Pa.	Purcells Sky-Top Lodge
Stamford, Conn.	The French Shop, Inc.
Staunton, Va.	S. J. Sachs
Tampa, Fla.	Shermans
Texarkana, Ark.	McCoy-Simms-Johnston Shop
Toledo, Ohio	Modern Modes
Topeka, Kans.	Mary Cummings
Trenton, N. J.	The Alice Elizabeth Shoppe
Tulsa, Okla.	Iverson's
Utica, N. Y.	Town & Country Shop
Waco, Texas	Goldstein-Migel
Washington, D. C.	Raleigh Haberdasher
Westchester, Pa.	Joel Weiss
Wheeling, W. Va.	Geo. R. Taylor Co.
White Plains, N. Y.	Jack West
Wichita Falls, Tex.	Elwyn, Inc.
Wilkes-Barre, Pa.	Mollie Abrahamson
Williamsport, Pa.	May Steinberg
Wilmington, Del.	Bird-Speakman, Inc.
Winston-Salem, N. C.	Montaldo's
Worcester, Mass.	Utians
Youngstown, Ohio	Chas. Livingston & Sons, Inc.

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HAD AT THESE AND OTHER  
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Ardmore, Okla.	Henry Baum
Augusta, Ga.	The Hollywood Dress Shop
Belleville, Ill.	Haskell's Ready-To-Wear
Bellingham, Wash.	Victors
Birmingham, Ala.	Louis Pizitz D. G. Co.
Boise, Idaho	Falk Mercantile Co.
Boston, Mass.	Conrad & Co.
Braddock, Pa.	Levine's
Brockton, Mass.	Storey & Co.
Brooklyn, N. Y.	Abraham & Straus
Brunswick, Ga.	The Guarantee Shop
Caldwell, Idaho	Falk Mercantile Co.
Cambridge, Ohio	Harry E. Rosenberg
Cedar Rapids, Iowa	Newman Mercantile Co.
Charlotte, N. C.	Purcell's
Cleveland, Ohio	The May Company
Columbus, Ga.	Kiralfy & Co.
Concord, N. C.	Richard Dobkin
Cumberland, Md.	Rosenbaum Bros.
Des Moines, Iowa	Taylor's, Inc.
Durham, N. C.	Ellis Stone & Co.
Elyria, Ohio	Goldstein Sons, Inc.
Fort Dodge, Iowa	Gates Dry Goods Co.
Fort Worth, Texas	Gans Company
Galveston, Texas	Nathan's
Gloversville, N. Y.	The Steenburg Fur Co.
Greensboro, N. C.	Ellis Stone & Co.
Harrisonburg, Va.	Joseph Ney & Sons
Hartford, Conn.	Albert Steiger Co.
Jackson, Tenn.	Nathan's
Kannapolis, N. C.	Richard Dobkin
Kansas City, Mo.	Adler's
Leavenworth, Kansas	Ettenson D. G. Co.
Lewiston, Me.	Ward's
Lincoln, Nebr.	Ben Simon & Sons
Little Rock, Ark.	Gus Blass Co.
Longview, Texas	Martin's
Macon, Ga.	Reliable Outfitters
Marietta, Ohio	Goldstein Sons, Inc.
Martinsburg, W. Va.	George Katz & Son Co.
McAllester, Okla.	Krone Bros.
Minneapolis, Minn.	John W. Thomas Co.
Muncie, Ind.	Roth's, Inc.
Nampa, Idaho	Falk Mercantile Co.
New Britain, Conn.	Connecticut Furriers
Newark, N. J.	Hahne & Co.
Norfolk, Va.	Milady Shop
Norton, Va.	Cohen's Dept. Store
Omaha, Nebr.	Natelson's
Parkersburg, W. Va.	Goldstein Sons, Inc.
Paterson, N. J.	Quackenbush Co.
Pawtucket, R. I.	David Harley Co.
Petersburg, Va.	Globe Dept. Store
Philadelphia, Pa.	Snellenburg's
Pittsburgh, Pa.	Joseph Horne Co.
Portland, Me.	J. E. Palmer Co.
Portsmouth, Va.	The Famous
Racine, Wis.	Zahn Dry Goods Co.
Raleigh, N. C.	Preston, Inc.
Reading, Pa.	Pomeroy's
Rochester, N. Y.	McCurdy & Co.
St. Joseph, Mo.	H. B. Keller
St. Paul, Minn.	B. W. Harris
Salina, Kansas	The Parisian Co.
Salisbury, Md.	Benjamin's
Salisbury, N. C.	Richard Dobkin
Scranton, Pa.	Morris Israel
Seattle, Wash.	Proctor's
Shreveport, La.	J. R. Linsky Co.
Springfield, Mass.	Albert Steiger, Inc.
Springfield, Mo.	Heer Stores Co.
Spokane, Wash.	Lubin's
Superior, Wis.	Stack & Company
Syracuse, N. Y.	Bensons
Trenton, N. J.	H. M. Voorhees & Bros.
Tulsa, Okla.	J. R. Linsky Co.
Waterville, Me.	Richard's Exclusive Shop
Wheeling, W. Va.	Horne's
Wichita, Kansas	Lewin's
Wichita Falls, Tex.	W. B. McClurken Co.
Worcester, Mass.	Sol & S. Marcus Co.

## SAN FRANCISCO

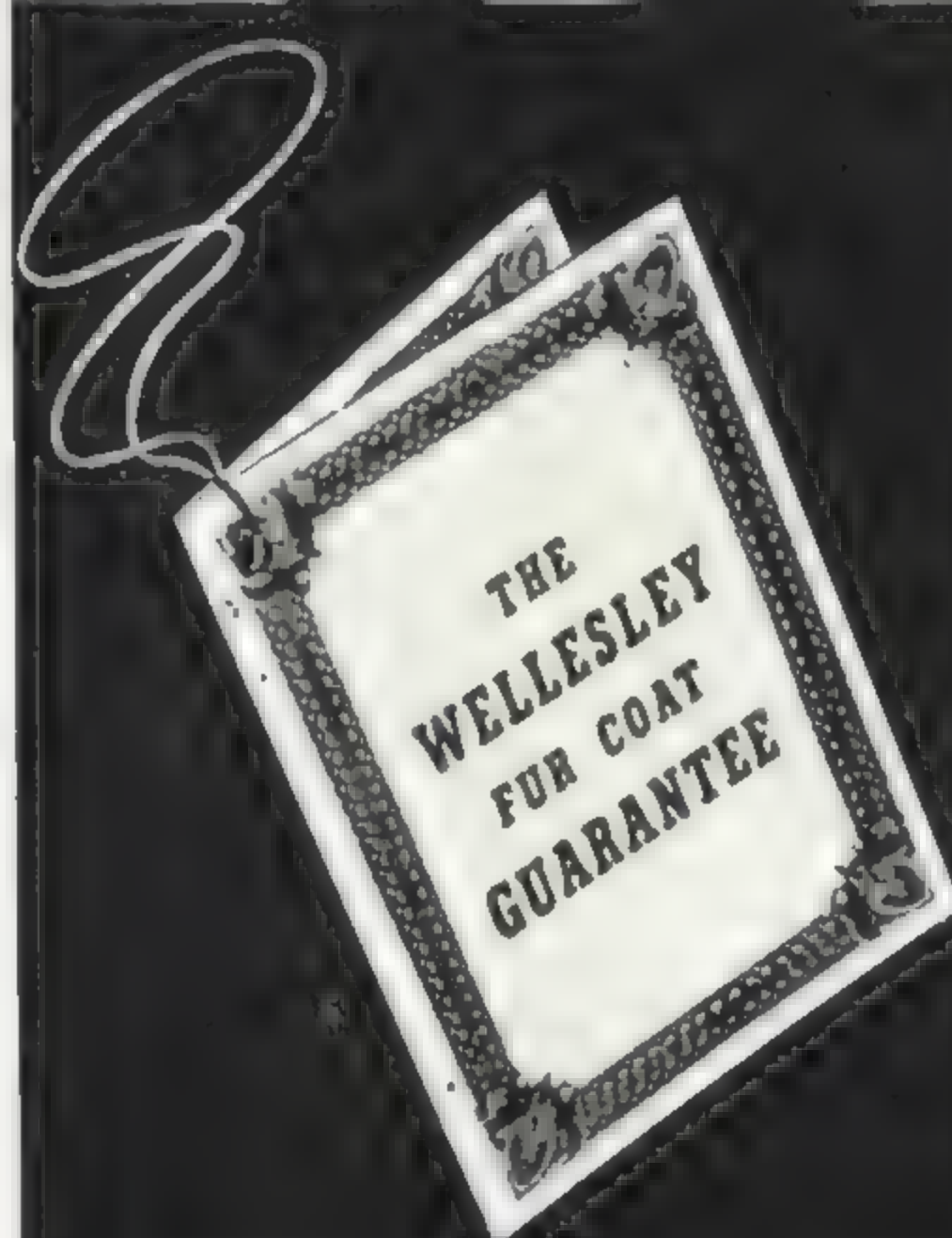
finest imported and native vines that, once upon a time, competed with imported products. They are beginning to reclaim their former position and gained recognition at the Exposition in Paris. How many know that some of California's finest dry wines have been produced without interruption for over fifty years, and that the picturesque old-time wineries where they are made are within easy motoring distance of San Francisco?

Southeast of San Francisco, in the Livermore Valley where cowboys ride in gaucho hats, gay shirts, jeans and spurs, Wente Brothers produce excellent dry white wines in Sauterne, Chablis, and Moselle types. Other excellent white wines are produced near-by at the Con-cannon Vineyards and at the Cresta Blanca Winery, where twenty-year-old wines are stored in tunnels dug deep into the hillside. Cresta Blanca sherry, while not so dry as the driest Spanish sherries, is one of the best of California's extensive output. In Los Gatos, the Novitiate also makes a fine sherry.

North of San Francisco, some of the best of California's dry red wines are found. In the Napa Valley, at the Inglenook Vineyards in Ruth-erford, the near-by Beaulieu Vine-yards owned by Georges de Latour, the F. Salmina Winery and the Ber-enger Brothers Winery, with its miles of underground tunnels near St. Helena, are produced many fine burgundies, clarets, and Reislings. In this same locale are found distinctively California wines such as Cabernet, a light claret type, made of late-blossoming grapes grown on the east and west side of hedged vines.

In historic Sonoma Valley, the Italian-Swiss Colony at Asti maintains a mammoth plant that not only ships bulk wine to all parts of the country in tank-cars (con-noisseurs may shudder here), but also bottles at the winery (a fact to be fussy about when choosing California wines) excellent wines of the Chianti type, called Tipo, as well as burgundies, clarets, and other wines.

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for the loll  
in your life!

Go in for lolling when  
a college day is done?  
Then you'll go over-  
board for SCAMPERS  
...the jolliest, "lolliest"  
pajamas that ever  
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You'll relish their  
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## EUROPEAN COLLEGE GIRL

By Catherine Perry

IN Europe, where higher education has long been coeducational and universities are state-controlled, a girl dresses much more simply than in American colleges. This is for several reasons. In the first place, European families are more cautious about the allowances they give their children. In the second place, European professors have an idea that girls who dress up at all, wear make-up and bright nail-polish are at college for no serious purpose. They're very stern about it. As a matter of fact, it is practically a tradition to dress simply, and no one thinks it dull to wear the same costume day in and day out (changing only for the arrival of the summer and winter seasons).

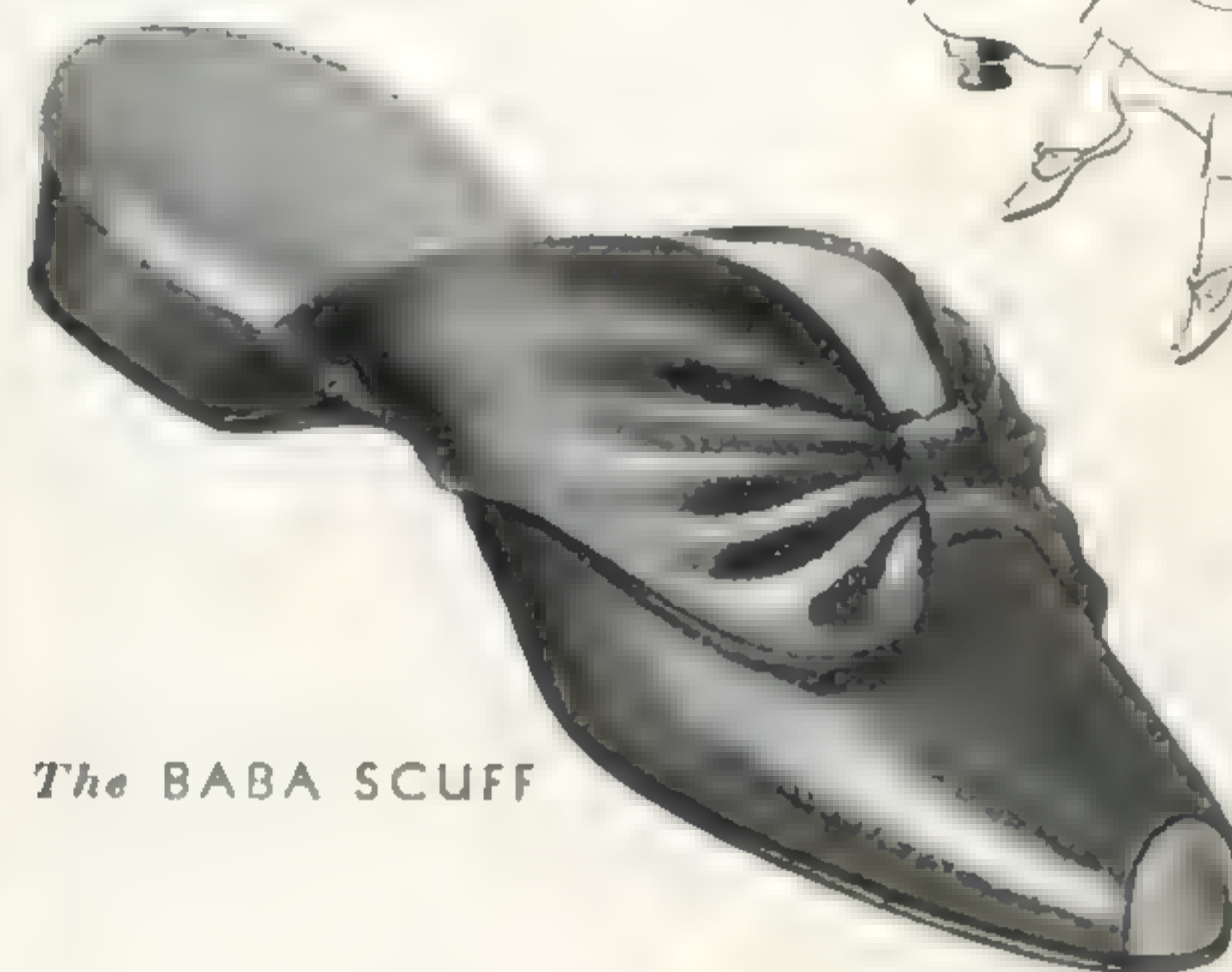
At the University of Paris, where students from every nation in the world are enrolled, Americans can be spotted at sight—not because of their voices or manners, but because of their clothes and their ankles. Only American girls run around in silk stockings for school. The thrifty French were first shocked at this extravagance—though more and more of them now are closing their eyes to their pocketbooks and thinking of their ankles.

At the Sorbonne, the most popular costume (except for the Americans) is a three-piece ensemble consisting of a slim jacketed suit, of grey or dark wool, and a reefer to match—added only in the really cold weather. Never does the question "What shall I wear to-day," trouble the European school-girl. Spring and autumn, she wears the same type of suit. In the spring, she brightens it with a light blouse; in the winter, she substitutes a wool blouse or sweater. Philosophical soul that she is, the French girl never seems to tire of her unvaried school costume, or become depressed by its sombre colour which appears even more disheartening in the grey winter of Paris.

On all heads—boys' as well as girls'—is the inevitable beret. The girls let their imaginations go a little in this respect

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*Concify Slippers* FOR DAYTIME  
EVENING AND  
BEDTIME WEAR



## EUROPEAN COLLEGE GIRL

and wear bright red or green ones. But rarely does one see any flights of fancy on heads in the "Salle des pas perdus" or Chez Dupont, the student café across from the University. If one does, it is undoubtedly on an American head, and probably a "vaga-bond" or "Robin Hood" type. Hats are de rigueur, even for Americans accustomed to going bare-headed on campus; and once in a while Americans wear the beret, though it doesn't seem to rest on our curls with the same chic as on the heads of our European classmates.

On the feet tramping the hallowed halls of the Sorbonne are shoes that pretend to be nothing else but comfortable. The wonderful foreign shoes which one sees in America—as well as the fine clothes—rarely appear on the college girl. The universal shoe is the moccasin-type Oxford of brown or black calf—the toe broad, the sole thriftily thick. One has to have sturdy shoes, however, to combat the cobblestone streets and rainy winters. In rainy weather many girls wear knee-high rubber boots.

But the hand is where the European student distinguishes herself. Her gloves are her pride. Fine leathers—pigskin or suède in beige, brown, black and blue—beautifully made and smartly stitched. Or, in winter, knitted gloves of skilled craftsmanship—she probably knits them herself.

Fundamentally, the foreign and American silhouette, as seen in the halls of the Sorbonne, is the same—slim and straight. But the contrast is pretty sharp, between what the European girl wears "à son cours" and what the American girl wears. Many an American who has been at the Sorbonne knows that it is a grand place to give one's old clothes a final fling. Whatever you wear there—your wool or silk dresses, plaid pleated skirts, gay sweaters and cardigans, trim little suits, your classic polo coats will make a decided impression. No American girl tries to boast of spending a year abroad with only one suitcase for luggage—as I know one French girl did who came to America.

## Hope Reed's college edition



about

**8.50**

more in Canada

The college crowd wants variety, a dress for a date with Jim, Bill and Bob, spicy frocks for the stadium and dresses with verve for classes . . . HOPE REED understands the young crowd for she's young herself . . . She knows they want clothes that do things for a figure, but cost little . . . Into any university bound trunk will go RIC . . . an angora finished wool crepe shirtwaist frock, jewel studded, and RAC . . . arrow slim high "waister" in nubby wool with brown suede belt and flowers . . . Sizes 12 - 20. At better shops everywhere.

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Columbus, Ga.....J. A. Kirven Co.  
Denver, Colo.....Gano-Downs Co.  
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Harrisburg, Pa.....Bowman & Co.  
Hartford, Conn.....Albert Steiger, Inc.  
Los Angeles, Calif.....Coulter-Dry Goods Co.

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Milwaukee, Wis.....Smartwear-Emma Lange, Inc.  
Philadelphia, Pa.....Oppenheim Collins & Co.  
Pittsburgh, Pa.....Kaufman's  
Portland, Ore.....Berg's  
Providence, R. I.....The Shepard Co.  
Sacramento, Cal.....Bon Marche  
St. Joseph, Mo.....Townsend Clothing Co.  
St. Louis, Mo.....Kline's, Inc.  
St. Paul, Minn.....Field-Schlick, Inc.  
San Francisco, Cal.....O'Connor, Moffatt & Co.  
Wichita, Kans.....The Allen W. Hinkel Co.  
Worcester, Mass.....Sol and S. Marcus Co.

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**"Pucker" Blouse**

For daytime wear, this "Pucker" blouse will be one of the success stories for Fall...fashioned of a handsome new sueded fabric of Bemberg rayon with lastex Shirred front...by Majestic Knitwear Company, Cleveland, Ohio, and 1410 Broadway, New York. Available in exciting, rich, autumn colors to retail at about \$4.00.

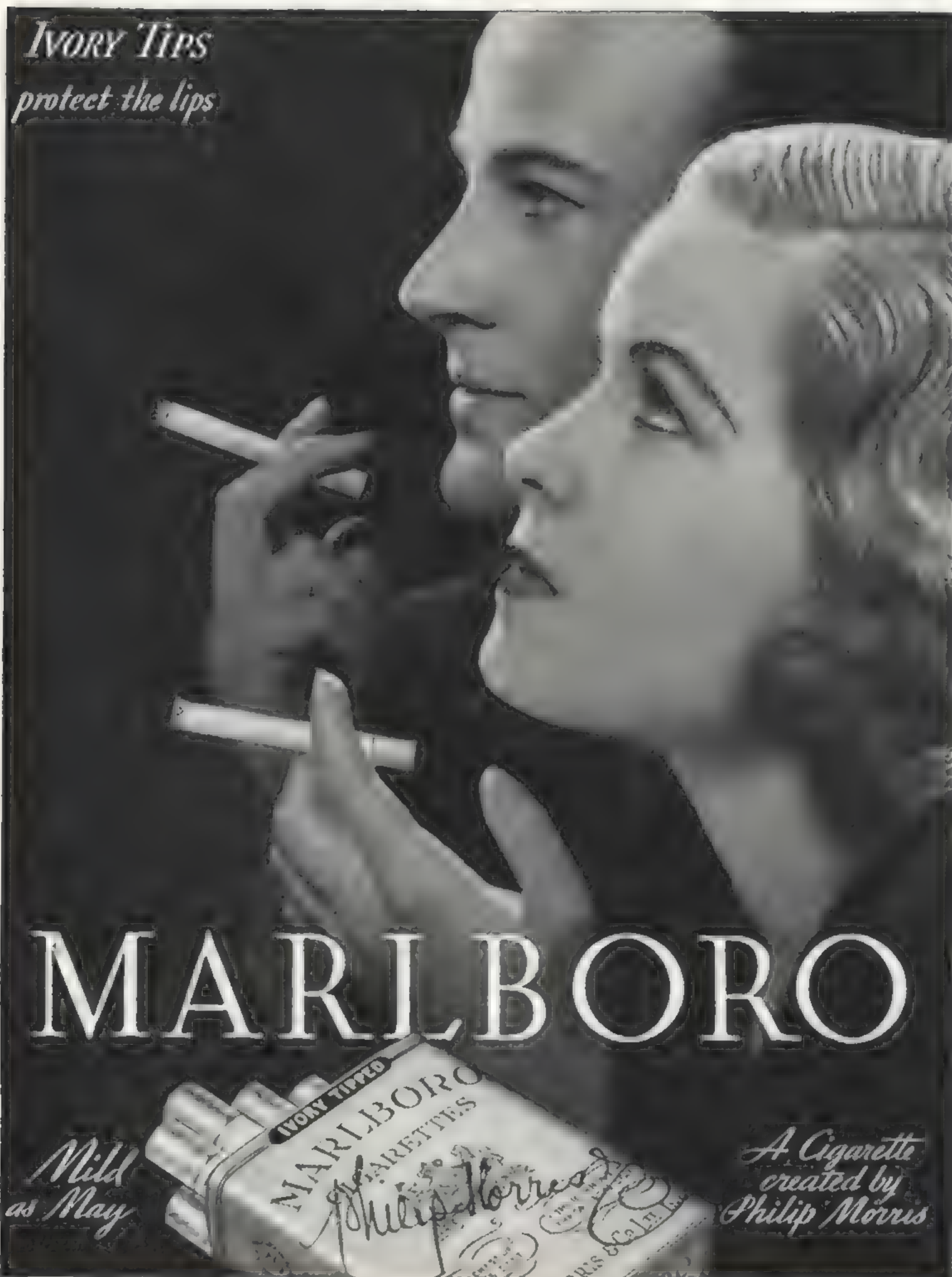
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## BROADWAY IN LONDON

In which an English critic discusses whether Broadway plays are good box-office in London

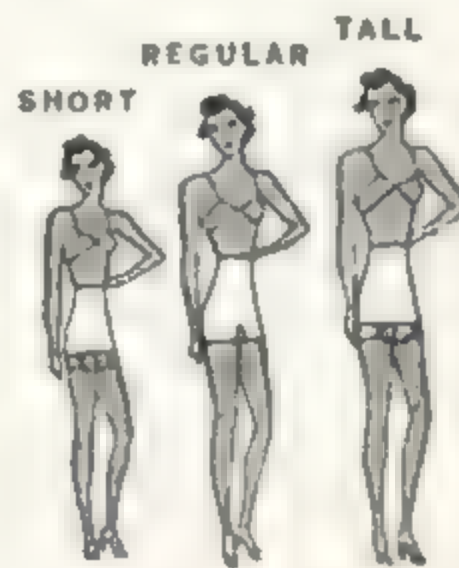
WHEN the Pilgrim Fathers embarked for the Americas, grease-paint and play scripts were not among their impedimenta. The robust Restoration comedies which were played in Charleston to audiences of slave-traders and pirates were probably the first of the dramatic exchanges between England and America. Since then the interchange has flourished: yet, with the centuries, each country has developed its individual tempo and idiom, until to-day, the two so-called English-speaking races are poles apart, united only by a love for crooning.

While English audiences often sit through two acts of some brisk Broadway importation before they realize the curtain is up, New Yorkers have grown used to our national rallentando, and expect our plays served up in lavender, if not in moth-balls. To a race reared on speed, head-lines, and hotcha, even Coward and Maugham must seem fragrant: still, for the most part they accept our drama as it is—in aspic, and do not go through the farce of adapting their importations. This practice has often been the death of American plays produced in London, such as that scintillating comedy, *You Can't Take It with You*, which was Anglicized into an anæmia indeed pernicious. It has long been assumed that we can not take our Broadway neat, and adapters and censors are left alone with the script until all that was Bowery is Bloomsbury. Then, when we fail to grasp its *raison d'être*, it is implied that, had it been left in its original crudity, we should not have even wished to do so.

Happily this state of affairs is now ending, as the phenomenal success of three untampered plays, *Idiot's Delight*, *Amphitryon 38*, and *Golden Boy*, has proved. And now we are promised a spate of recent American winners, all to be equally undiluted. Most of these, curiously enough, have a similarity

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## BROADWAY IN LONDON

of theme, a spiritual yearning which renders them black with clergy, tremulous with faith. There is *Susan and God*. It is said that Gertrude Lawrence's rôle of Susan, the ardent Oxford Grouper, has so influenced her personal life that she now spends her Sundays as a lay preacher, tub-thumping and testifying. Then there is *Father Malachy's Miracle*, that curious mixture of fantasy and faith, and *On Borrowed Time*, a pixie conceit about Death staying his hand, and staying up in a tree.

Perhaps the most notable of all is *Shadow and Substance*, the Irish theological play which won the Critics' Circle prize, and was written by an obscure little Irishman, Paul Vincent Carroll, who used to earn a teacher's pittance in Scotland, and now, in the plenitude of his success, will teach no more, but plans to work in solitude, by Loch Lomond; his recreation the cooking of intricate soufflés. There is still talk of circumventing the censor and presenting both those secular and high-voltage dramas, *The Women* and *Of Mice and Men*, the former, an obstetric and cynical saga which bit America to the bone; the latter, a terrible yet sensitive study of brute pathos.

Meanwhile, we have before us, in *Golden Boy*, the full flowering of the American theatre, in all its dynamic beauty of the unexpected, the unexploited. Clifford Odets has shown us that poetry and truth, strength and subtlety can be combined into a vital whole. Here is the blood and bone of the theatre—the whole fibre of entertainment. No effete curtain-raiser, written with one eye on the stalls, to fill the hiatus between dining and supping; but the product of conviction plus commercial acumen and restless energy; where passionate profundities are urgent behind the surface patterns of prize-ring and park bench, and where the actors of the New York Group Theatre merge their individual genius into an inspired whole.

In Clifford Odets we must salute a fine artist. His fuzzy pate, bumblebee voice, and melting (Continued on page 180)



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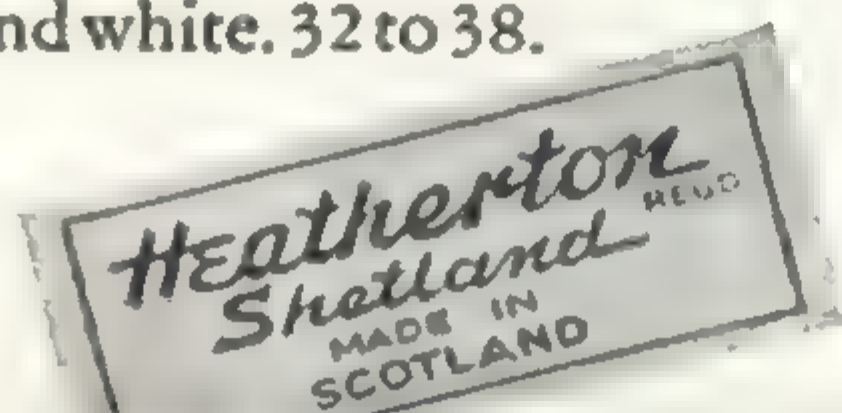
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## BROADWAY IN LONDON

(Continued from page 179) blue eyes unaccountably gave me the impression of a sleepy bear—until, in the tang of his wit, I glimpsed the prick-eared faun, plaguesome and impertinent, the vital creature who capers roughshod over those English theatrical traditions which assume that the polite, the trivial—in short, the *beige* aspects of life are those best suited to the playwright's pen.

Mr. Odets' pungent insistence has stung the press into positivity at last. For example, the dramatic critic of one of our most elevated dailies, "the voice of the nation," first admits to a prejudice against spending the evening in the company of hangers-on of the American boxing-ring, and goes on to remark an atmosphere of vitriol and treacle. Here is a cry from the heart...a nice bland milk-pudding was what this critic expected, and usually got, in the English theatre. Then, too, if the critics are to wax so fastidious over the company in which they find themselves, must they not surely forswear much of the pimping bawdry of Shakespeare? If it comes to that, the Macbeths can not have been really nice to know, and who would care to spend an evening among such as Doll Tearsheet?

The same journal then waxes fretful over the strident tone of *Golden Boy*, and avers that "the stage is certainly not quiet, except in a couple of highly stressed love scenes: indeed, there is an almost continuous impression of passionate turbulence, but the language, the intonation, and, above all, the processes of thought are so foreign that one is compelled again and again to guess at the meaning and to watch anxiously until, by the subsequent action, the guess is, or is not, confirmed." Thus the oracle, queasy and quaint. But why should the stage be quiet? Are whispers and tiptoes in themselves a virtue? I have long suspected that some dramatic critics had scales over their eyes—and now it seems that they would wish to have cotton wool in their ears, also.

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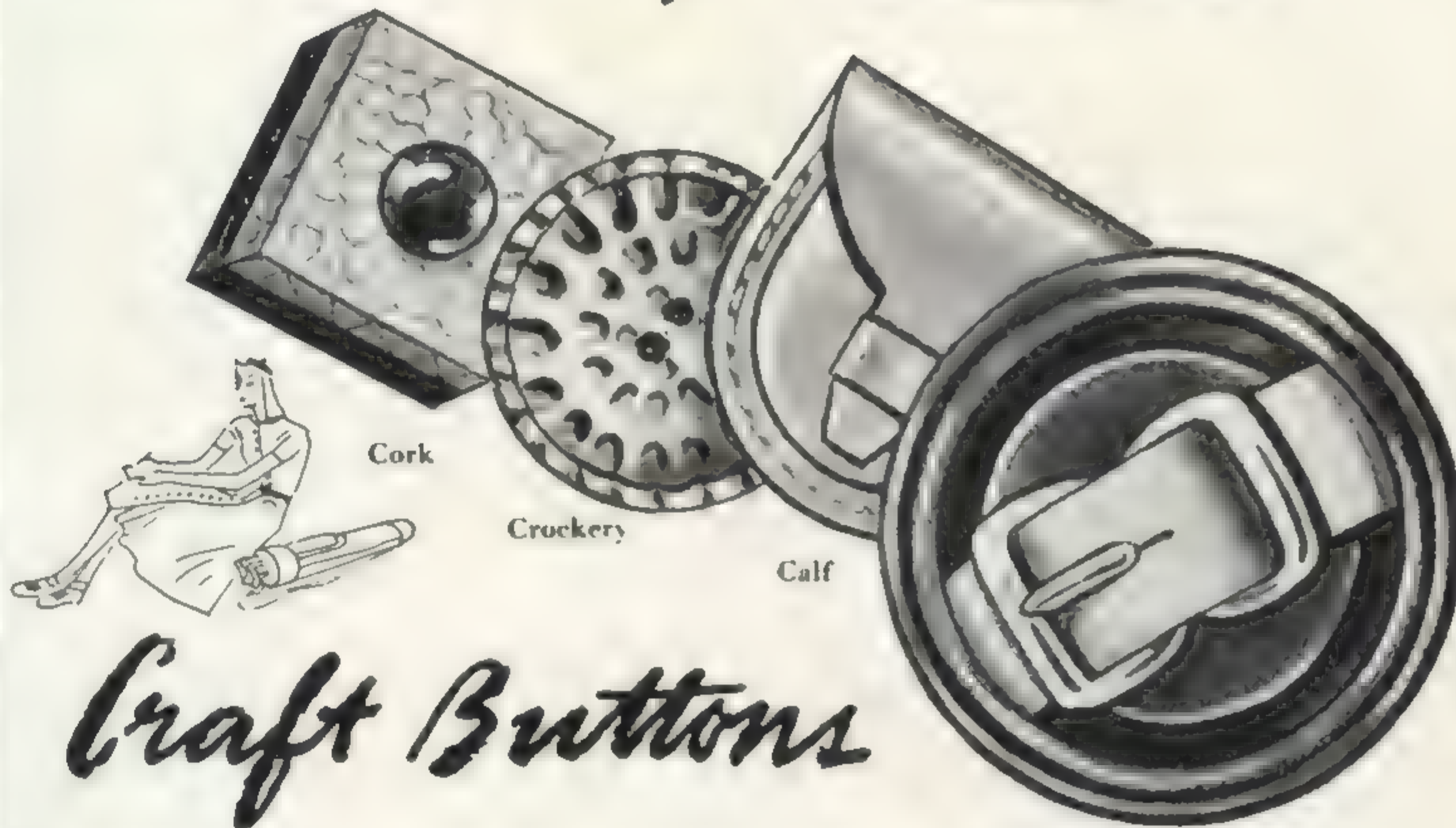
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## BROADWAY IN LONDON

As to the fact that this particular critic finds the language, intonation, and processes of thought foreign—why not? An American company is as foreign as the Habima players, or any troupe of Commedia dell'Arte buskers. Why expect our own tempo and phraseology just because our languages have much in common? Americans are foreigners, playing in a foreign tongue. Foreign. Not English.

...Not done, perhaps? That, I think, sums up the prejudice and patronage which have to be overcome by American authors and actors before they can be appreciated as they deserve here in England. The vanguard of undiluted Broadway has stormed our first defences: it remains to be seen if we shall capitulate wholly, and without further struggle. But I think the more genteel critics will put up a good fight...always with the gloves on, of course.

LESLEY BLANCH

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on fashion and costume; on household decoration; on shops dealing in merchandise of interest to Vogue readers, and on other subjects that fall within the scope of this magazine, by conforming to the following rules.

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Q. What is that funny thing he has on?

A. A team sweater, inside out to hide numerals slightly.

Q. No, not that. The other.

A. Oh. Corduroy trousers. And white shoes.

Q. White?

A. Well...

Q. Does he need a shave?

A. Partly that.

Q. Where is he going?

A. He is going out with a beautiful college girl.

Q. Will the beautiful college girl have a funny hair-cut, too?

A. She will have a coiffure, and it will not be funny.

Q. Will she have on a sweater and a dirty corduroy skirt?

A. She will wear a smile of welcome and a date dress.

Q. Clean, too?

A. Why, yes.

Q. Why doesn't she go out with a well-dressed college man?

A. If there were one, he would be a snake or a smoothie or a slicker, and his fraternity brothers would point.

Q. Well?

A. That would be terrible.

Q. Why does the beautiful college girl bother?

A. If she didn't, others would.

Q. Is there any hope for this sad situation?

A. Only beyond the diploma. In the great world, the college man must let his hair grow, wear well-tailored suits, and wash.

Q. Will the college man like that, though?

A. That's the funny part of it. He will.

1938 EDITION

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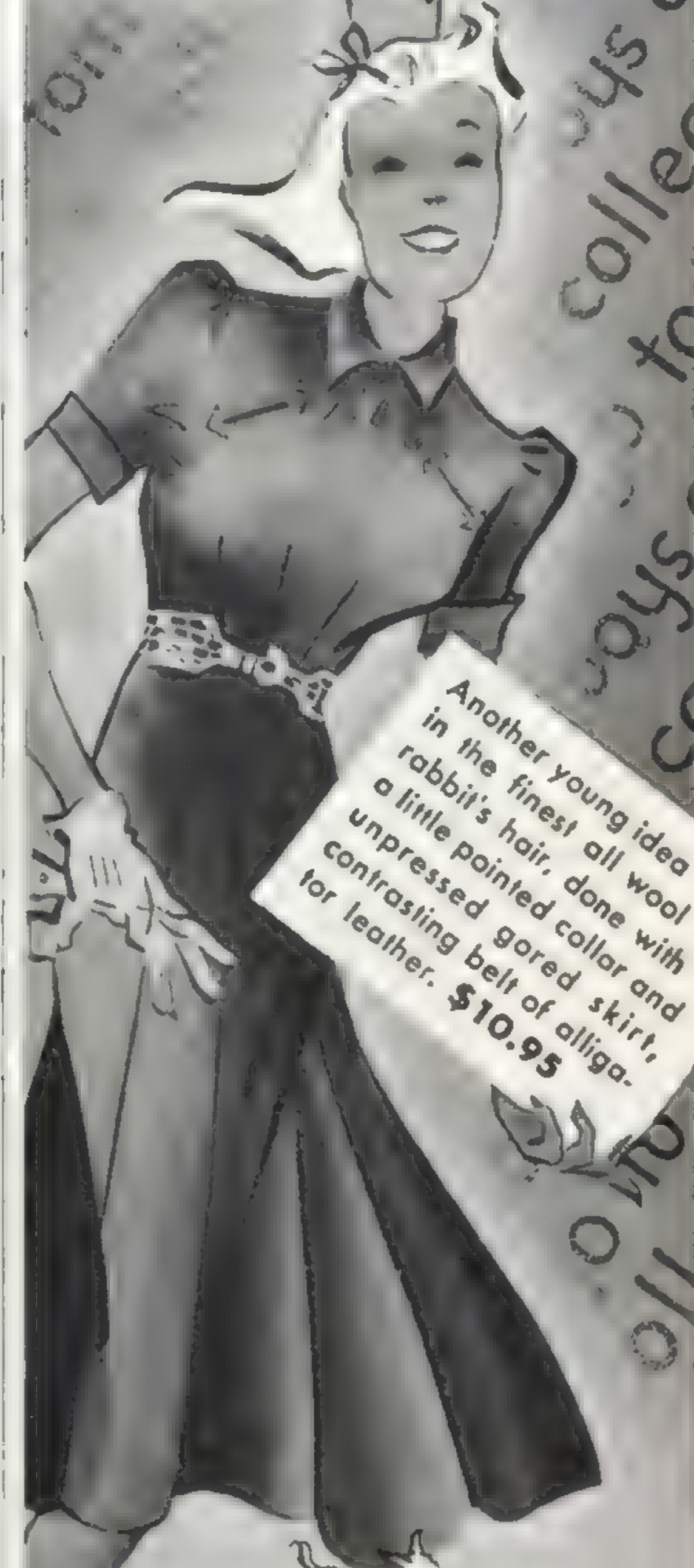
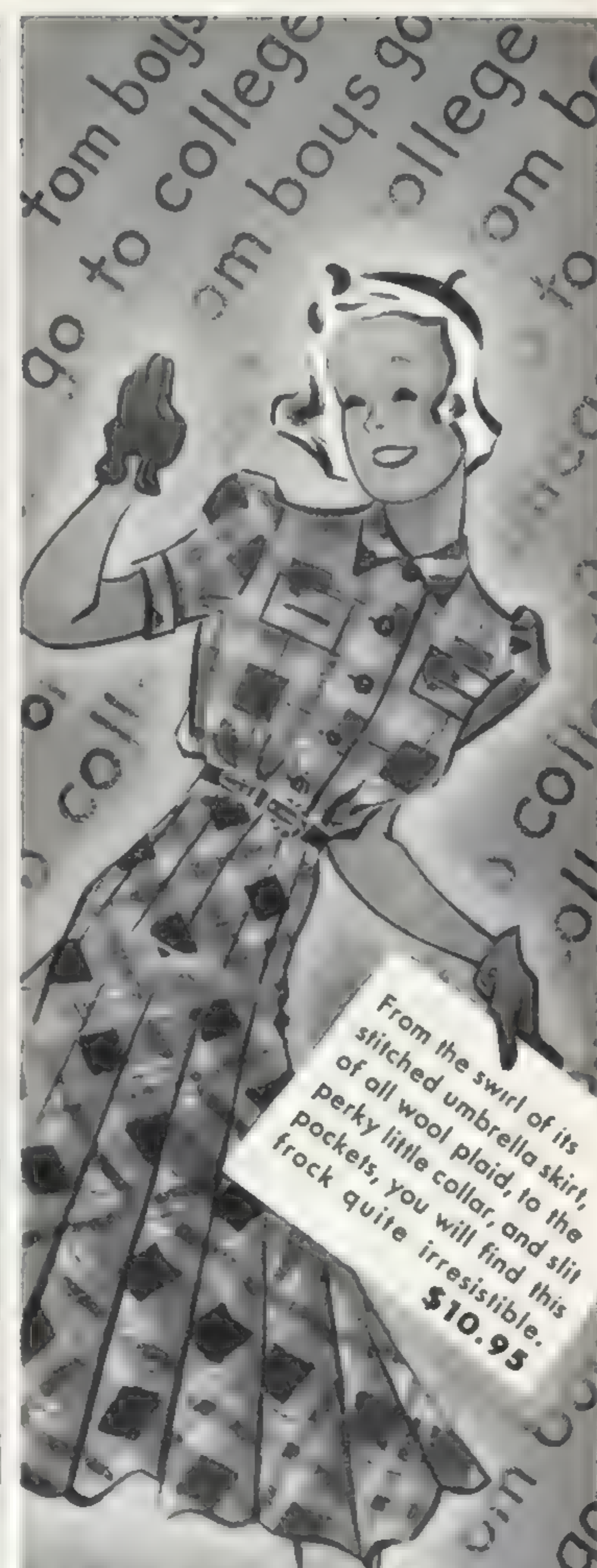
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## SOCIETY

### BIRTHS

#### NEW YORK

**Curtis**—On June 10, to Mr. and Mrs. Thomas Curtis (Elizabeth Delafeld Longfellow), a son, Thomas Pelham Curtis, second.

**Gillmore**—On June 2, to Mr. and Mrs. Quincy A. Gillmore, junior (Noël Chatillon), of Syosset, Long Island, a daughter, Frances Hemsley Gillmore.

**McComas**—On July 2, in Morristown, New Jersey, to Mr. and Mrs. Murray G. McComas (Olive P. Rogers), of Bedford, New York, a son, James Daniel Murray McComas.

**McCulloh**—On July 1, to Mr. and Mrs. Gordon McCulloh (M. Virginia Gilman), of Rye, New York, a son, Gordon McCulloh, junior.

**Nichols**—On July 4, to Mr. and Mrs. G. Edward Nichols (Sarah S. Hayes), a son, Geoffrey Edward Nichols.

#### BALTIMORE

**Wheeler**—On May 28, to Dr. Stafford M. Wheeler and Mrs. Wheeler (Anne T. Bolling), a daughter, Sarah Elizabeth Wheeler.

#### DENVER

**Writer**—On May 17, to Mr. and Mrs. Harold Writer (Christine Dunlevy), a daughter, Deirdre Writer.

#### DULUTH

**Bradley**—On June 22, to Mr. and Mrs. Davis W. Bradley (Barbara Smith), a daughter, Corinne Bradley.

**Currier**—On June 20, to Mr. and Mrs. Donald J. Currier (Martha Sleepack), a son, Donald Thomas Currier.

**Giffen**—On June 11, in New Haven, Connecticut, to Mr. and Mrs. Gordon Giffen (True Compton), a daughter.

**Harlow**—On June 26, to Mr. and Mrs. John M. Harlow (Mary Louise Coventry), a daughter, Rebecca Louise Harlow.

#### ELIZABETH

**Duncan**—On June 28, to Mr. and Mrs. Eddy Duncan (Elizabeth Donavin), a daughter, Jean Eddy Duncan.

### BIRTHS

#### ELMIRA

**Hunter**—On June 19, to Mr. and Mrs. James Hunter (Mildred Crist), a daughter, Martha Filman Hunter.

#### MONTGOMERY, ALABAMA

**Ball**—On June 24, to Mr. and Mrs. Richard Arledge Ball (Mortimer Tuttle), a son, Richard Arledge Ball, junior.

**Comer**—On June 22, to Mr. and Mrs. Donald Comer, junior (Isabel Anderson), a son, Donald Comer, third.

#### NEW HAVEN

**Kubler**—On June 22, to Mr. and Mrs. George Kubler (Betty Bushnell), a daughter.

**Montgomery**—On June 22, to Mr. and Mrs. Ralph Montgomery (Olive Wolfe), a daughter, Linda Louise Montgomery.

**Tratman**—On June 25, to Mr. and Mrs. Stanley A. Tratman (Ruth Hessler), a daughter.

#### NEW ORLEANS

**Hogan**—On June 9, to Mr. and Mrs. Moreland Hogan (Elizabeth Pierson), a son, Charles Edmund Kells Hogan.

**Howcott**—On June 11, to Mr. and Mrs. Hawley Butler Howcott (Alice Blanc Logan), a son, Hawley Butler Howcott, junior.

**White**—On June 10, to Mr. and Mrs. Harry H. White (Gladys Legler), a son.

#### POUGHKEEPSIE

**Graham**—On June 24, to Mr. and Mrs. Horace Sague Graham (Lois Homer), a son.

#### SAN FRANCISCO

**Magowan**—On June 30, in San Francisco, California, to Mr. and Mrs. Robert A. Magowan (Doris Merrill), of San Francisco and New York, a son, Merrill Magowan.

#### SPOKANE

**O'Connell**—On June 9, to Mr. and Mrs. Thomas Edward O'Connell (Katherine Clark), a son, Thomas Patrick O'Connell.

(Continued on page 184)

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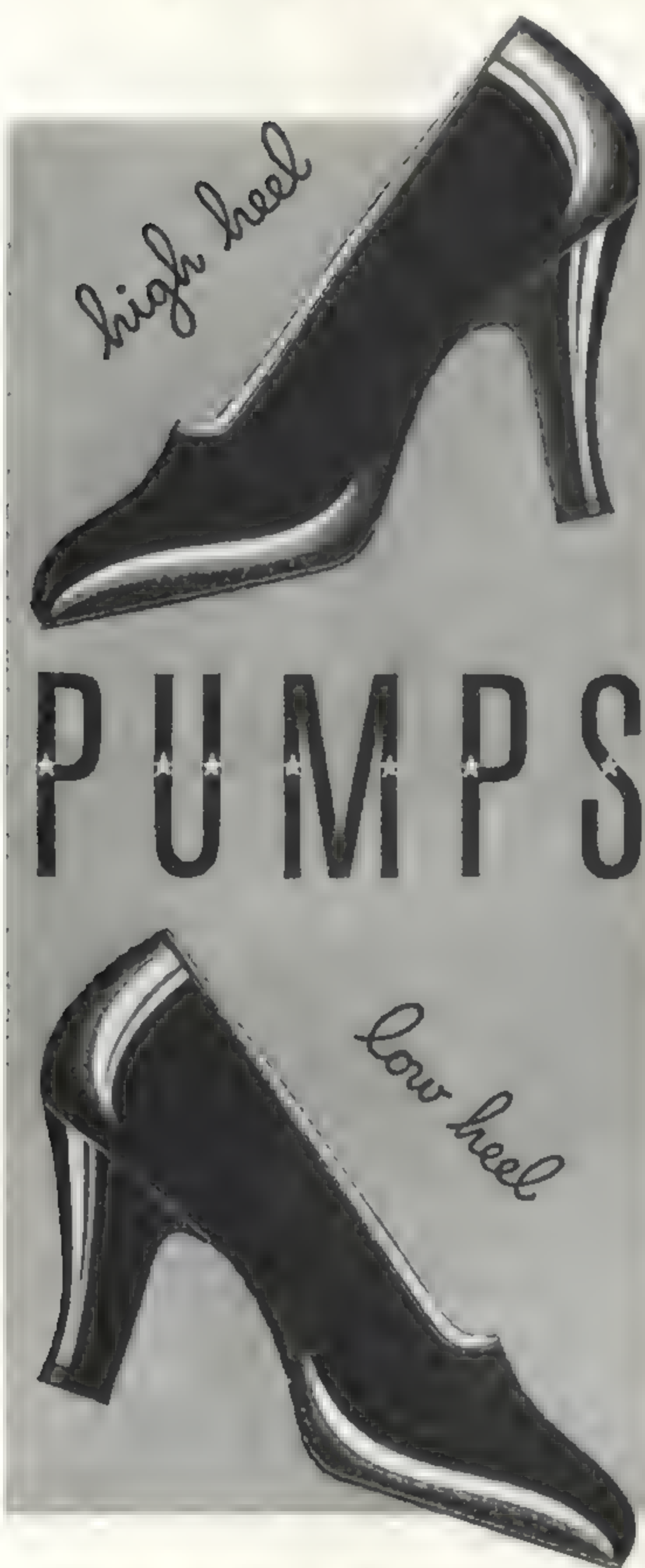
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## SOCIETY

### BIRTHS

(Continued from page 183)

#### SYRACUSE

**Crosby**—On May 23, to Ensign John Parnes Crosby, U. S. N., and Mrs. Crosby (Dorothy Dey), a son, Peter Dey Crosby.

**Emerick**—On May 17, to Mr. and Mrs. Stanley F. Emerick (Anne Durston), a son, John Durston Emerick.

**Hamel**—On May 15, to Mr. and Mrs. John R. Hamel (Margaret Mackenzie), a son, John R. Hamel, junior.

#### TULSA

**McClintock**—On June 5, to Mr. and Mrs. Edward Curtis McClintock (Margaret Lamb), of Bartlesville, Oklahoma, a daughter, Meredith McClintock.

#### WASHINGTON, D. C.

**Blagden**—On June 11, to Mr. and Mrs. Henry Harrison Blagden (Mary W. Bradley), of Saranac Inn, New York, a son, Henry Harrison Blagden, junior.

#### DUBLIN, IRELAND

**Hutton**—On June 9, to P. C. Hutton, American Consul, and Mrs. Hutton, a son, Cuthbert Powell Hutton.

### ENGAGEMENTS

#### BALTIMORE

**Delevett-Heuser**—Miss Jane Fitzhugh Delevett, daughter of the late Dr. James M. Delevett, and Mrs. Delevett, of Baltimore, to Dr. Victor Lemolne Heuser, son of Mr. and Mrs. L. V. Heuser, of Glen Ridge, New Jersey.

#### BIRMINGHAM, ALABAMA

**Gregg-Rainwater**—Miss Betty Gregg, daughter of Mr. and Mrs. Robert Gregg, to Mr. Crawford Johnson Veazey Rainwater, of Pensacola, Florida.

#### CLEVELAND

**Cast-Rose**—Miss Katherine Cast, daughter of Mr. and Mrs. John Frederick Cast, to Mr. Horace Chapman Rose, son of Mr. and Mrs. Henry Nelson Rose, of Columbus and Lancaster, Ohio.

### ENGAGEMENTS

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#### READING

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#### SYRACUSE

**Edwards-Reynolds**—Miss Katherine Thomas Edwards, daughter of Mr. and Mrs. Joseph Jean Edwards, to Mr. Frederick Perry Reynolds, son of Mr. and Mrs. Bradley Reynolds, of Bronxville, New York.

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## SOCIETY

### ENGAGEMENTS

#### TORONTO

**Bennett-Osler**—Miss Ursula Caroline Bennett, daughter of Mr. and Mrs. E. James Bennett, of "Valleycrest," York Mills, to Mr. John Gwyn Osler, son of Mr. and Mrs. Britton Osler, of Toronto.

**Bennett-Stride**—Miss Penelope Anne Bennett, daughter of Mr. and Mrs. E. James Bennett, of "Valleycrest," York Mills, to Mr. John Lucas Stride, son of Mr. and Mrs. Lionel Stride, of Haywards Heath, Sussex, England.

**Boone-Guinness**—Miss Diana Barbara Boone, daughter of Major Charles A. Boone, and Mrs. Boone, to Mr. Arthur Wentworth Guinness, son of the late Mr. and Mrs. Gerald S. Guinness, of England.

**Eaton-van der Stricht**—Miss Nora Eaton, daughter of Mr. and Mrs. Robert Y. Eaton, to Mr. Paul R. van der Stricht, son of Dr. Nestor van der Stricht, and Mrs. van der Stricht, of Antwerp, Belgium.

**Gibbons-Pattinson**—Miss Kathleen Mary Gibbons, daughter of Mr. and Mrs. John Joseph Gibbons, to Mr. Richard Byrnes Pattinson, son of Mr. Richard Randolph Pattinson.

**McDougald-Pollitt**—Miss Anne Murray McDougald, daughter of Mr. and Mrs. Duncan Joseph McDougald, to Mr. Donovan Hault Pollitt, son of Mr. and Mrs. William Francis Pollitt, of Derbyshire, England.

#### TULSA

**Pape-Adams**—Miss Imojean Pape, daughter of Mr. and Mrs. Clyde H. Pape, to Mr. Robert William Adams, son of Mr. and Mrs. Robert Edward Adams.

#### WILMINGTON, NORTH CAROLINA

**Wright-Beane**—Miss Eleanor Gilchrist Wright, daughter of Mr. and Mrs. Thomas H. Wright, to Mr. William Sterling Roberts Beane, third, son of Mr. and Mrs. Frank E. Beane, junior, of Wrightsville Sound, North Carolina, and Augusta, Georgia.

### WEDDINGS

#### NEW YORK

**Amory-Armstrong**—On June 17, in Saint James' Episcopal Church, New York, Mr. Robert Amory, junior, son of Mr. and Mrs. Robert Amory, of Milton, Massachusetts, and Miss Mary Armstrong, daughter of Mrs. N. S. Wyckoff Vanderhoef and Dr. D. W. Armstrong.

**Andrus-Moulton**—On June 27, in the Congregational Church, Winnetka, Illinois, Mr. Vincent Dykeman Andrus, of New York, son of Mrs. Edward Warwick Pinkham, of Stamford, Connecticut, and Sarasota, Florida, and of the late William L. Andrus, and Miss Dorelle Moulton, daughter of Mr. and Mrs. William A. Moulton, of Kenilworth, Illinois, and Sarasota.

**Barnard-Kissel**—On June 3, in Saint James' Protestant Episcopal Church, New York, Mr. John Lawrence Barnard, son of Mr. and Mrs. John Augustus Barnard, of New York, and Miss Diana Kissel, daughter of Mrs. Stephen D. Hurlbut, of New York, and Lenox, Massachusetts, and of the late Rudolph H. Kissel.

**Blagden-Clark**—On June 8, in Saint James' Episcopal Church, New York, Mr. Donald Peabody Blagden, of New York, son of Mr. and Mrs. Thomas Blagden, of Upper Saranac, New York, and Miss Zelina Therese Clark, daughter of the late David Crawford Clark and Mrs. Clark, of New York.

**Carpenter-Chard**—On June 20, in Saint Peter's Church, Cazenovia, New York, Mr. George B. Carpenter, son of Mr. and Mrs. George A. Carpenter, and Miss Beatrice Barclay Chard, daughter of Mr. and Mrs. Thornton Chard, of New York and Cazenovia.

**Dixon-Looram**—On June 24, in the chantry of Saint Thomas' Church, Mr. Theodore P. Dixon, junior, son of Mr. and Mrs. Theodore P. Dixon, of New York and Sag Harbor, Long Island, and Miss Constance Peabody Looram, daughter of Mrs. Peabody Looram, of New York and Great Barrington, Massachusetts, and of Mr. Matthew J. Looram.

(Continued on page 186)

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## SOCIETY

### WEDDINGS

(Continued from page 185)

**Erickson-Osborn**—On June 17, in Saint Philip's Church in the Highlands, Garrison-on-Hudson, New York, Mr. Josiah Macy Erickson, son of Mr. and Mrs. A. Wentworth Erickson, of Swampscott, Massachusetts, and Miss Margery Osborn, daughter of Mr. and Mrs. Frederick Osborn, of New York and Garrison, New York.

**Gilbert-Prout**—On June 25, in the Calvary Episcopal Church, Summit, New Jersey, Mr. Frederick Gilbert, son of Mr. Albert Chatfield Gilbert, of Utica, New York, and Mrs. Dudley Gilroy, of Chantilly, France, and Miss Virginia McDonald Prout, daughter of Dr. Thomas Peck Prout and Mrs. Prout, of New York and Summit.

**Lockwood-Daniels**—On June 25, in the chapel of the Fifth Avenue Presbyterian Church, Mr. Charles Belknap Lockwood and Miss Josephine Sheffield Daniels, daughter of Mr. and Mrs. Harold Platt Daniels.

**Moore-Caparn**—On July 9, in Thetford, Vermont, Mr. Robert McDonald Moore, of New Jersey and Vermont, and Miss Anne Howard Caparn, daughter of Mrs. Harold ap Rhys Caparn.

**Potter-Macy**—On June 11, in Saint Mark's Church, Islip, Long Island, Mr. W. Cary Potter, son of Mr. and Mrs. Alonzo Potter, and Miss Julia K. Macy, daughter of Mr. and Mrs. William Kingsland Macy.

**van der Does-Nichols**—On May 31, in the chapel of Saint Bartholomew's Church, Jonkheer Florus Marcel van der Does, son of the Hon. Lady Wilhelmina van der Does and the late William Charles van der Does, of Scheveningen, The Netherlands, and Miss Mary Meredith Nichols, daughter of Mr. and Mrs. James Osgood Nichols, of Short Hills, New Jersey.

**Zabriskie-MacKinnon**—On June 3, Mr. George Albert Zabriskie, second, of New York, son of Mr. and Mrs. Elmer Thomas Zabriskie, of Brooklyn, New York, and Sayville, Long Island, and Miss Jean MacKinnon, daughter of Mrs. Frederick Johnson of New York and Palm Beach, Florida, and the late Archibald Angus MacKinnon.

**BALTIMORE**  
**Smith-Bruce**—On June 11, in Old Saint Paul's Protestant Episcopal Church, Baltimore, Maryland, Mr. H. Alexander Smith, junior, son of Mr. and Mrs. H. Alexander Smith, of Princeton, New Jersey, and Miss Mary Howard Bruce, daughter of Mr. and Mrs. Howard Bruce, of Elkridge, Maryland.

**BOISE**  
**Keller-Athey**—On June 10, in Boise, Idaho, Mr. Earl Wright Keller, of Seattle, Washington, and Miss Carolyn Regan Athey, daughter of Mr. and Mrs. Joseph Oden Athey.

**BOSTON**  
**Roosevelt-Clark**—On June 18, in the Nahant Protestant Episcopal Church, Nahant, Massachusetts, Mr. John A. Roosevelt, son of the President and Mrs. Franklin D. Roosevelt, and Miss Anne Lindsay Clark, daughter of Mrs. F. Haven Clark, of Boston and Nahant.

**BROOKLYN**  
**Billo-Leggett**—On June 3, in the Lafayette Avenue Presbyterian Church, Brooklyn, New York, Dr. Otto Emile Billo, son of Mr. and Mrs. Otto Billo, of New York, and Miss Barbara Mac-Gay Leggett, daughter of Mr. and Mrs. Albert Cox Leggett, of Brooklyn.

### WEDDINGS

#### CHICAGO

**Farnam-Forgan**—On June 25, Mr. George Bronson Farnam, of Chicago, Illinois, son of Mrs. George Bronson Farnam, of New Haven, Connecticut, and Miss Nancy Forgan, daughter of Mr. and Mrs. James Berwick Forgan, of Lake Forest, Illinois.

**Roper-Richards**—On June 18, in the Winnetka Congregational Church, Winnetka, Illinois, Mr. William Winston Roper, son of the late William Winston Roper and Mrs. Roper, of Philadelphia, Pennsylvania, and Miss G. Fdella Richards, daughter of Mr. and Mrs. Marcus D. Richards, of Winnetka.

#### CLEVELAND

**Ginn-Vilas**—On June 28, Mr. Alexander Ginn, son of the late Mr. and Mrs. Frank H. Ginn, and Miss Helen Vilas, daughter of Mr. and Mrs. Malcolm B. Vilas.

**Hall-Shiverick**—On June 11, Mr. John Manning Hall, son of Mr. and Mrs. John L. Hall, of Boston, Massachusetts, and Miss Jane Shiverick, daughter of the late Asa Shiverick and Mrs. Shiverick.

**Moore-Duncan**—On June 25, Mr. Harry Lawson Moore, junior, of Akron, Ohio, son of Mrs. Harry L. Moore, of Greenwich, Connecticut, and Miss Margaret Duncan, daughter of Mr. and Mrs. Tracy H. Duncan.

**Sandford-Tracy**—On June 18, Mr. Joseph Webster Sandford, junior, son of Mrs. Joseph W. Sandford, of Plainfield, New Jersey, and Miss Barbara Tracy, daughter of Mr. and Mrs. James Jared Tracy.

**Wick-Foster**—On June 25, Mr. Robert Bruce Wick, son of Mrs. Henry C. Wick, junior, and Miss Katherine Foster, daughter of Mr. and Mrs. Herbert W. Foster.

#### DENVER

**Rendle-Sidlo**—On June 4, Mr. Marshall Rendle and Miss Elizabeth Grover Sidlo, daughter of Mr. and Mrs. Charles Sidlo.

#### DULUTH

**Hedricks-Marshall**—On June 18, in Chicago, Illinois, Mr. John Peter Hedricks, of Saginaw, Michigan, and Mrs. Kathryn McDougall Marshall, daughter of Mr. and Mrs. A. Miller McDougall, of Chicago, Illinois.

**Wellman-Andresen**—On June 18, Dr. Thomas Wellman, of Virginia, Minnesota, son of Mr. and Mrs. W. E. Wellman, of Lake City, Minnesota, and Miss Antoinette Andresen, daughter of Mr. and Mrs. Oliver S. Andresen.

#### ELMIRA

**George-Reynolds**—Mr. Roland George, son of Mr. and Mrs. Robert W. George, of Rochester, New York, and Miss Margaret Blystone Reynolds, daughter of Mr. and Mrs. Louis B. Reynolds.

#### GREAT BARRINGTON

**Lincoln-Davis**—On June 3, in Saint James' Episcopal Church, Mr. Pemberton Hutchinson Lincoln, of New York, son of Mr. and Mrs. John J. Lincoln, of Elkhorn, West Virginia, and Miss Eleanor Davis, daughter of the late Edward Parsons Davis and Mrs. Davis, of Great Barrington.

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